

**Санкт-Петербургский филиал федерального государственного  
автономного образовательного учреждения высшего образования «Национальный  
исследовательский университет  
«Высшая школа экономики»**

Факультет Санкт-Петербургская школа экономики и менеджмента  
Департамент экономики

**Рабочая программа дисциплины**  
Экономическая теория (преподается на английском языке)

для образовательной программы «Международный бизнес и менеджмент»  
направления 38.03.02 «Менеджмент»  
уровень бакалавриат

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Утверждена Академическим советом ОП «Международный бизнес и менеджмент»

«\_\_»\_\_\_\_\_2018 г., № протокола

Академический руководитель ОП «Международный бизнес и менеджмент»

Даунинг Дж. \_\_\_\_\_

Санкт-Петербург, 2018

*Настоящая программа не может быть использована другими подразделениями  
университета и другими вузами без разрешения департамента-разработчика программы.*

## Course Syllabus

Title of the course	Economic theory		
Title of the Academic Programme	Bachelors in Management		
Type of the course	Core		
Prerequisites	-		
ECTS workload	10		
Total indicative study hours	Directed Study	Self-directed study	Total
	124	256	380
Course Overview	<p>The goal of the course is to teach students the economic way of thinking about a business decision and strategies.</p> <p>Objectives of this course are:</p> <ul style="list-style-type: none"> <li>to introduce a comprehensive set of tools required for managers to make efficient business decisions;</li> <li>to provide a real-world examples and necessary decision-making skills.</li> </ul>		
Intended Learning Outcomes (ILO)	<p>After successfully completing this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Use marginal analysis to determine the optimal level of a managerial control variable.</li> <li>2. Identify the factors in a consumer demand and a producer supply, and determine a market equilibrium graphically and algebraically.</li> <li>3. Apply basic estimation techniques in determining demand and supply functions.</li> <li>4. Analyze and apply the theory of consumer behavior to determine how consumers make optimal choices.</li> <li>5. Calculate different elasticities and use elasticity concepts to determine the optimal price-quantity combination to maximize revenues and profits.</li> <li>6. Determine and analyze a production and costs in the short and long run.</li> <li>7. Identify the different types of market structures and determine how a given market structure impacts on a firm's quantity and pricing decisions.</li> <li>8. Analyze the optimal quantity and pricing decisions of firms in different market structures (perfect competition, monopoly, monopolistic competition) to achieve profit maximization.</li> <li>9. Interpret basic macroeconomic variables.</li> <li>10. Analyze and identify the possible effects of macroeconomic policies on business activities.</li> </ol>		
Teaching and Learning Methods	<p>All Economics courses require a large amount of work. This course is no exception. Students should spend many hours learning the material. The course consists of lectures (62 hours) and workshops (62 hours). The workshops involve discussions on actual economic topics of interest which are relevant to the course content. Working on practice problems provides students to use critical thinking and improve their</p>		

mathematical abilities to solve Economics problems. In general, most students have to read the book, learn the powerpoint slides, work on the problem sets, and prepare for the tests and exams.

### Content and Structure of the Course

№	Topic / Course Chapter	Total	Directed Study		Self-directed Study
			Lectures	Tutorials	
1	Introduction	16	4	2	10
2	Demand forecasting	58	14	14	30
3	Production and cost analysis	44	8	6	30
4	Market structure and pricing theory	46	8	8	30
5	Market regulation	26	2	4	20
6	Macroeconomics basics	18	4	4	10
7	National income	20	6	4	10
8	Economic growth	42	4	6	32
9	Markets of economic resources	32	4	4	24
10	Money, inflation and banking system	28	4	4	20
11	Market failures	14	2	2	10
12	Regulation of business	36	2	4	30
<b>Total study hours</b>		<b>380</b>	<b>62</b>	<b>62</b>	<b>256</b>

### Indicative Assessment Methods and Strategy

Weighting from total:  
 21% class participation for 1-2 modules (includes 7% for control test 1)  
 35% class participation for 3-4 modules (includes 10% for control test 2)  
 14% midterm exam  
 30% final exam  
 control test 1 – 2 module (November 2018)  
 midterm exam – 2 module (December 2018)  
 control test 2 – 3 module (March 2019)  
 final exam – 4 module (June 2019)

Students attendance in class and especially their active participation will have a major influence upon course grade. We are going to analyze examples and discuss some materials and you will be doing in-class exercises. Therefore you are strongly encouraged to take part in. In-class tests (control tests) are closed-book and take 80 minutes. Students should do assignments every week. Homework will be assigned in class.

The course includes two exams that take 80 minutes. Exam work is strictly individual. Cheating on the exams will not be permissible. All exams are closed book and notes; students may use only a simple calculator (no cell phones, i-phones or some other electronic devices) and one sheet of paper with formulas and charts.

Attendance at all exams is mandatory except students with 8-10 marks.

<p>Readings / Indicative Learning Resources</p>	<p><u>Mandatory</u></p> <ol style="list-style-type: none"> <li>1. Kolmar M. Principles of Microeconomics [Electronic resource] / M. Kolmar . – Springer International Publishing, 2017 . - (Springer Texts in Business and Economics). - Authorized access: <a href="https://link.springer.com/book/10.1007%2F978-3-319-57589-6">https://link.springer.com/book/10.1007%2F978-3-319-57589-6</a> (Springer eBooks)</li> <li>2. Böhm V. Macroeconomic Theory [Electronic resource]/ Böhm V. - Springer International Publishing, 2017 . - Authorized access: <a href="https://proxylibrary.hse.ru:2103/10.1007/978-3-319-60149-6">https://proxylibrary.hse.ru:2103/10.1007/978-3-319-60149-6</a> (Springer eBooks)</li> </ol> <p><u>Optional</u></p> <ol style="list-style-type: none"> <li>1. Langdana F.K. Macroeconomic Policy [Electronic resource] / Langdana F.K. – Springer International Publishing, 2016/ - Authorized access: <a href="https://proxylibrary.hse.ru:2103/10.1007/978-3-319-32854-6">https://proxylibrary.hse.ru:2103/10.1007/978-3-319-32854-6</a> (Springer eBooks)</li> <li>2. Kathuria R., Nagpal N.K. Global Economic Cooperation Views from G20 Countries [Electronic resource]/ Kathuria R., Nagpal N.K. - Springer International Publishing, 2016.- Authorized access: <a href="https://proxylibrary.hse.ru:2103/10.1007/978-81-322-2698-7">https://proxylibrary.hse.ru:2103/10.1007/978-81-322-2698-7</a> (Springer eBooks)</li> <li>3. Schwardt H. The Path to a Modern Economics [Electronic resource]/ Schwardt H. - Palgrave Macmillan, 2017.- Authorized access: <a href="https://proxylibrary.hse.ru:2103/10.1007/978-3-319-52785-7">https://proxylibrary.hse.ru:2103/10.1007/978-3-319-52785-7</a></li> </ol> <p>Internet Resources:  The Economist : <a href="http://www.economist.com">http://www.economist.com</a>  The Wall Street Journal: <a href="http://www.online.wsj.com/public/us">http://www.online.wsj.com/public/us</a>  Financial Times: <a href="http://www.ft.com/home/us">http://www.ft.com/home/us</a>  The World Bank: <a href="http://www.worldbank.org">http://www.worldbank.org</a></p>		
<p>Indicative Self- Study Strategies</p>	<p><b>Type</b></p>	<p><b>+/-</b></p>	<p><b>Hours</b></p>
	<p>Reading for seminars / tutorials (lecture materials, mandatory and optional resources)</p>	<p>+</p>	<p>106</p>
	<p>Assignments for seminars / tutorials / labs</p>	<p>+</p>	<p>50</p>
	<p>E-learning / distance learning (MOOC /</p>	<p>+</p>	<p>50</p>

	LMS)		
	Fieldwork	-	
	Project work	-	
	Other (please specify)		
	Preparation for the exam	+	50
Academic Support for the Course	Academic support for the course is provided via LMS, where students can find: guidelines and recommendations for doing the course; guidelines and recommendations for self-study; samples of assessment materials		
Facilities, Equipment and Software	Projector, blackboard and markers for the blackboard.		
Course Instructor	Tatyana Anisovets		

## *Annex 1*

### **Course Content**

<b>№</b>	<b>Topic / Course Chapter</b>	<b>Lectures #</b>	<b>Tutorials #</b>
1	Introduction	1-2	1
2	Demand forecasting	3-9	2-8
3	Production and cost analysis	10-13	9-11
4	Market structure and pricing theory	14-17	12-15
5	Market regulation	18	16-17
6	Macroeconomics basics	19-20	18-19
7	National income	21-23	20-21
8	Economic growth	24-25	22-24
9	Markets of economic resources	26-27	25-26
10	Money, inflation and banking system	28-29	27-28
11	Market failures	30	29
12	Regulation of business	31	30-31

## Assessment Methods and Criteria

Types of Assessment	Forms of Assessment	Modules			
		1	2	3	4
Formative Assessment	Test		*		*
	Essay				
	Report/Presentation				
	Project				
	In-class Participation				
	Other – problem sets				
Interim Assessment	Assignment (e.g. written assignment)		*		
Summative Assessment	Exam				*

## Assessment Criteria

### In-class Participation

Grades	Assessment Criteria
«Excellent» (8-10)	A critical analysis which demonstrates original thinking and shows strong evidence of preparatory research and broad background knowledge.
«Good» (6-7)	Shows strong evidence of preparatory research and broad background knowledge. Excellent oral expression.
«Satisfactory» (4-5)	Satisfactory overall, showing a fair knowledge of the topic, a reasonable standard of expression. Some hesitation in answering follow-up questions and/or gives incomplete or partly irrelevant answers.
«Fail» (0-3)	Limited evidence of relevant knowledge and an attempt to address the topic. Unable to offer relevant information or opinion in answer to follow-up questions.

## Written Assignments (Test/Quiz, Written Exam, etc.)

Grades	Assessment Criteria
«Excellent» (8-10)	Has a clear argument, which addresses the topic and responds effectively to all aspects of the task. Fully satisfies all the requirements of the task; rare minor errors occur;
«Good» (6-7)	Responds to most aspects of the topic with a clear, explicit argument. Covers the requirements of the task; may produce occasional errors.
«Satisfactory» (4-5)	Generally addresses the task; the format may be inappropriate in places; display little evidence of (depending on the assignment): independent thought and critical judgement include a partial superficial coverage of the key issues, lack critical analysis, may make frequent errors.
«Fail» (0-3)	Fails to demonstrate any appropriate knowledge.

### Recommendations for students about organization of self-study

Self-study is organized in order to:

- Systemize theoretical knowledge received at lectures;
- Extending theoretical knowledge;
- Learn how to use legal, regulatory, referential information and professional literature;
- Development of cognitive and soft skills: creativity and self-sufficiency;
- Enhancing critical thinking and personal development skills;
- Development of research skills;
- Obtaining skills of efficient independent professional activities.

Self-study, which is not included into a course syllabus, but aimed at extending knowledge about the subject, is up to the student's own initiative. A teacher recommends relevant resources for self-study, defines relevant methods for self-study and demonstrates students' past experiences. Tasks for self-study and its content can vary depending on individual characteristics of a student. Self-study can be arranged individually or in groups both offline and online depending on the objectives, topics and difficulty degree. Assessment of self-study is made in the framework of teaching load for seminars or tests.

### Special conditions for organization of learning process for students with special needs

The following types of comprehension of learning information (including e-learning and distance learning) can be offered to students with disabilities (by their written request) in accordance with their individual psychophysical characteristics:

- 1) *for persons with vision disorders:* a printed text in enlarged font; an electronic document; audios (transferring of learning materials into the audio); an individual advising with an assistance of a sign language interpreter; individual assignments and advising.
- 2) *for persons with hearing disorders:* a printed text; an electronic document; video materials with subtitles; an individual advising with an assistance of a sign language interpreter; individual assignments and advising.
- 3) *for persons with muscle-skeleton disorders:* a printed text; an electronic document; audios; individual assignments and advising.

**Аннотация на русском языке**

**Курса «Экономическая теория» (преподается на английском языке)**

Курс «Экономическая теория» (Economic theory) направлен на освоение студентами базовых концепций и методов экономической науки и призван заложить основы понимания экономических процессов, их причин и последствий. Целями данного курса являются:

- внедрение комплексного набора инструментов, необходимых менеджерам для принятия эффективных бизнес-решений;
- предоставить реальные примеры и необходимые навыки принятия решений.

В курсе обсуждаются такие вопросы, как поведение потребителей, механизмы функционирования рынков, особенности принятия решения фирмами в условиях различных рыночных структур, рассматриваются вопросы международной торговли, разбираются макроэкономические проблемы, с которыми сталкивается в своей профессиональной деятельности менеджер: инфляция, безработица, цикличность, анализируются роль государства и инструменты государственного регулирования экономической деятельности. По результатам освоения курса студент будет в состоянии использовать экономическую терминологию для чтения как публицистической, так и научной литературы, применять на практике подходы экономического мышления и методы экономического анализа.

Курс состоит из лекций (62 часа) и семинаров (62 часа). На семинарах обсуждаются актуальные экономические темы, имеющие отношение к содержанию курса. Работа над практическими задачами дает студентам возможность использовать критическое мышление и совершенствовать свои математические способности для решения экономических задач, с которыми сталкивается менеджер. Усвоение материала курса оценивается с помощью контрольных работ, промежуточного и итогового по дисциплине экзамена.