

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Ekonomia menedżerska i gospodarka cyfrowa /Managerial Economics and Digital Economy	2. Course code: Number of ECTS credits: 4 Course completion mode: E Course commenced / Year 2019/2020																														
3. Major: E-commerce																															
4. Department of major coordinator: Department of Market and Consumption																															
5. Name of course instructor: Lecture Julia Włodarczyk, PhD Classes... Lab classes ... Examiner Julia Włodarczyk, PhD																															
6. Department of course instructor: Department of Economics																															
7. Number of contact hours with students:																															
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td>30</td><td></td></tr> <tr><td>classes</td><td></td><td></td></tr> <tr><td>foreign language classes</td><td></td><td></td></tr> <tr><td>lab classes</td><td></td><td></td></tr> <tr><td>seminars</td><td></td><td></td></tr> <tr><td>e-learning</td><td></td><td></td></tr> <tr><td>other</td><td></td><td></td></tr> <tr><td>Total hours</td><td>30</td><td></td></tr> <tr><td>examination (hours)</td><td>3</td><td></td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	30		classes			foreign language classes			lab classes			seminars			e-learning			other			Total hours	30		examination (hours)	3	
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8. Course timeframe - no. of semesters: 1 Course commencement / Year 2019/2020 Course commencement / Semester 1																															
9. Level of tertiary education: II	10. Course status <input checked="" type="checkbox"/> Compulsory for the major E-commerce <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...																														
11. Course prerequisites Compulsory: none Recommended: microeconomics																															

12. Course objectives:

- to explain principles and determinants of managerial decisions
- to develop skills of using appropriate tools of economic analysis in decision-making process
- to discuss the evolution and mechanisms of the digital economy

13. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Active lecture	Multimedia presentations (with charts and statistical data), case studies	30	
2.				
3.				
...				
Total			AS:	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Reading lecture notes	Mastering the material from the lectures (including solving decision problems)	30	
2.	Studying literature	Going into the literature on the subject matter	40	
3.				
...				
Total			BS:	BN:

Total AS+BS = 100

Examination (E) = 3

Total AS+BS+E= 103

Total AN+BN =

Examination (E) =

Total AN+BN+E =

14. Key words: managerial economics, decision, strategy, market structures, digital economy**15. Course content:**

1. Introduction to managerial economics.
2. Managerial decisions and their steps.
3. Tools of microeconomic in the decision-making process.
4. Demand analysis and optimal pricing policy.
5. Cost analysis.
6. Price and production decisions under different market structures.
7. Strategic decisions – fundamentals of game theory.
8. Decision making under risk and uncertainty.
9. Role of information. Expected value of information (EVI).
10. Traditional vs. digital economy.
11. Technological and geographical dimensions of digital economy.
12. Digital economy and the labor market.
13. Challenges and perspectives of digital economy.

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W01# ECe2_W03#	knows and refers to basic economic concepts (including those linked to digital economy), identifies and describes in detail different market structures, explains determination of business activities within the scope of e-commerce	Written exam	Exam papers
<u>Skills</u>			
ECe2_U01#	is able to choose appropriate methods and analytical tools to solve decision problems, analyzes phenomena observed with the digital economy, draws conclusions and formulates innovative recommendations on the basis of discussed methods and concepts.	Written exam	Exam papers
ECe2_U02#	possesses in-depth ability to use economic norms necessary to organize and conduct economic activity	Written exam	Exam papers
<u>Social competences</u>			
ECe2_K05#	is aware of multidimensionality of decision problems and is ready to initiate activities in favor of public interest	Written exam	Exam papers

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written exam	multiple choice questions, true or false questions, open questions, tasks on problem solving	100%
2.			
3.			

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. W.F. Samuelson, S.G. Marks: Managerial economics, John Wiley and Sons, 2010.
2. I. Png: Managerial economics, Routledge, 2012.

Suggested readings:

1. T.C.G. Fisher, D. Prentice, R. Waschik: Managerial economics: a strategic approach, Routledge, 2010.
2. S. Douma, H. Schreuder: Economic approaches to organizations, Pearson, 2017.
3. N. Wilkinson: Managerial economics: a problem-solving approach, Cambridge University Press, 2005.
4. I.C.L. Ng: Creating new markets in the digital economy: value and worth, Cambridge

University Press, 2014.

5. E.J. Malecki, B. Moriset: The digital economy: business organization, production processes, and regional developments, Routledge Taylor & Francis Group, 2008.

19. Language of instruction:
English

20. Course instructors' recommendations:
projector in the lecture room