University of Gdańsk

Subject card

Subject name and code	Managerial Macroeconomics, PG_00199720		
Field of study	Business and Environmental Technology		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master’s studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	1	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Lilia Neumann	
	Teachers	dr Lilia Neumann dr Sylwia Machowska-Okrój	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	30.0	0.0	90
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	90	0.0	10.0	100

Subject objectives	The aim of the course is to teach students to use the tools and methods used in economics and in the current work of managers and decision-makers.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_U01] is able, based on economic sciences, to correctly observe, interpret, and explain economic phenomena and processes and the mutual relations between them, using specialized economic terminology	The student is able, based on economic sciences, correctly observe, interpret and explain economic phenomena and processes and the mutual relations between them, using specialized terminology in the field of managerial economics. The student is able to perform a design task regarding a given case study and consults its assumptions progress with the teacher during consultations and project blocks. Blocks design activities are included in the class schedule and the dates and places of consultations are published on the website UG website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[BiTEMU2_K01] understands the need for lifelong learning, verifies the state of his/her economic knowledge, understands the need to inspire and organize the learning process of others; has the ability to use a foreign language to a degree enabling communication, including for professional purposes (level B2+ or higher)	The student understands the need for lifelong learning, verifies the state of his/her knowledge of managerial economics, is able to inspire and organize the learning process of other people. The student is able to indicate doubts during consultation with the instructor.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	The student possesses the ability to understand and independently analyze economic phenomena and processes, enhanced by the ability to theoretically assess these phenomena in selected areas using appropriately selected research methods. Key skills include: - selecting and applying appropriate tools to facilitate specific managerial decisions, - correctly identifying areas of managerial activity, - identifying economic problems and phenomena to be solved, placing them in the appropriate context, and effectively utilizing the presented economic methods and tools for effective managerial decision-making. Project as one of the forms of course implementation The student is able to complete a project task involving the analysis of a selected enterprise and consults its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the class schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	The student has in-depth knowledge of the relationships between phenomena, entities, structures and economic institutions on a micro-, macro- and sectoral scale, both in real and monetary terms.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	The student has the ability to independently propose solutions to a specific economic problem and carry out procedures for making decisions in this area.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[BiTEMU2_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student is able to create an action plan and organize tasks related to its implementation, as well as monitor and evaluate progress.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work

Course outcome	Subject outcome	Method of verification
[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them	The student knows about various types of economic and social bonds and relations and about the regularities that govern them.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[BiTEMU2_W06] has in-depth knowledge of views on selected types of economic entities, structures and institutions as well as selected categories of economic ties and their historical evolution	The student has in-depth knowledge of views on selected types of entities, economic structures and institutions, as well as selected categories of economic ties and their historical evolution. The student's knowledge includes: - knowledge of the areas of managerial activity in the enterprise, - knowledge of the conditions and stages of decision-making, - knowledge of microeconomic functions of production and costs, - awareness of the importance of economic conditions for the enterprise. - description of the shape of the Polish tax system.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[BiTEMU2_K05] Is aware of the importance of business ethics and corporate social responsibility in professional life and demonstrates a willingness to act with respect for others and the principles of professional loyalty and loyalty to the company, understood as reliable and responsible performance of duties.	In his/her professional life, the student is guided by business ethics and corporate social responsibility, respect for others and loyalty to the company.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
[BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning	The student is able to describe economic processes, phenomena, entities, structures and institutions and the detailed principles of their functioning.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	1. Introduction to managerial economics Introduction to managerial economics. Manager's fields of interest. Manager's role in the organization. Internal and external conditions of manager's work. 2. Decision-making process in the enterprise Management as a decision-making process. Types of managerial decisions. Decision-making stages. Risk and decisions. Behavioral elements in decision-making theory. International aspects of management. 3. Demand research and pricing policy Determinants of demand for enterprise products. Demand function. Product specificity and demand elasticity. Revenue. Price setting. Price differentiation. Price formation practice in companies. 4. Production volumes Microeconomic production functions. Practical aspects of the law of diminishing marginal returns. Economies of scale. Desirable production volumes. 5. Cost analysis Initial costs and fixed costs. Variable costs. Cost reduction methods. Costs and expenses. Expenditures and financial liquidity. 6. Linear programming as a decision-making optimization tool Characteristics of linear programming as a decision-making support tool. Problem formulation procedure: identification of decision variables, identification of constraints. Application of linear programming (graphical method) in the process of profit maximization and cost minimization. Sensitivity analysis. 7. Company development in the context of cyclicality in the development of the economy Economic situation and business cycle. Models of the functioning of the economy: classicists and Keynesians. The pace of adjustments in the economy. Business cycle indicators. The state of the economy and the condition of the company. Recovery and recession: effects for the company. Managerial decisions anticipating the state of the market. The situation on the Polish market since 1990. 8. Tax system and state policy and the operation of the company Determinants of employment and production in the short and long term. State budget: expenditures and income. Stabilization policy: effects for consumers and producers. Taxation of enterprises in Poland. The role of government purchases in the economy and the public procurement system. Budget deficit and interest rates, exchange rate and propensity to invest. 9. Money, banking and monetary policy: the importance of the financial sphere for the corporate sector Market participants: central and commercial banks: differentiation of operating models. Control of money supply: objectives and tools. Financial sphere and real sphere: transmission mechanism. Threats to the economy. Financial crises. Monetary policy and its impact on the functioning of the company. Interest rates and exchange rate. Cost of money. Time value of money. Discount and compound interest. Present and future value. Internal rate of return. Profitability of investments. 10. Planning and evaluation of investment projects Time value of money. Discount and compound interest. Present and future value. Internal rate of return. Making investment decisions. Basic methods of evaluating investment projects.
Prerequisites and co-requisites	Basic knowledge of basic mathematics, entrepreneurship, micro- and macroeconomics.
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	40.0%
exam	51.0%	60.0%

Recommended reading	Basic literature	W. F. Samuelson, S. G. Marks, Ekonomia menedżerska, PWE, Warszawa 2009. S. Piocha, R. Gabryszak [red.], Ekonomia menedżerska dla MSP w teorii i praktyce, Difin, Warszawa 2008. L.M. Froeb, B.T. McCann, Ekonomia menedżerska, PWE, Warszawa 2012. I. Png, D. Lehman, Ekonomia menedżerska, Oficyna, Warszawa 2011.
	Supplementary literature	none
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	