



MANAGERIAL ECONOMICS (Z-MAN-ZA)

1. Peter F. Drucker and Milton Friedman on the purpose of a company. Social responsibility of business.
2. Does State create prosperity? Historical experiences: TVA, Russian NEP (New Economic Policy), China after 1978. Types of enterprises. Joseph F. Stiglitz on mixed economy.
3. Costs and decisions. Breakeven analysis.
4. Pricing philosophies and strategies.
5. Analysis of costs. The relations of average costs and output.
6. Principles concerning costs and revenues. Demand and its elasticity.
7. Investment decisions. Investment demand curve.
8. Quantitative approaches to investment problems

Bibliography

Basic textbook

1. L.M. Froeb, B.T. McCann, M.R. Word *Managerial Economics*, South Western, Cengage Learning 2017

Supplementary reading

2. *Classic Drucker*, Harvard Business School Publishing Corporation 2006
3. J.E. Stiglitz *Economics of the Public Sector*, W.W. Norton and Company 2000
4. A. Wilk *The Policy and Legacy of Margaret Thatcher*, "Przedsiębiorstwo Przyszłości" nr 3(28)2016