



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Modelling of Microeconomic (Business) Decisions	

Academic staff	Core academic unit(s)
Coordinating: assoc. prof. dr. Solveiga Skunčikienė	Šiauliai Academy
Other:	

Study cycle	Type of the course unit
First	Individual studies

Mode of delivery	Semester or period when it is delivered	Language of instruction
Distance learning	Spring semester	Lithuanian/English

Requisites	
Prerequisites: It is necessary to have basic economic knowledge, IT abilities.	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	133	53	80

Purpose of the course unit		
To apply the subject knowledge for systematic analysis of business activities.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Understanding of the essence of business, company's operating principles, ability to formulate short-term and long-term goals of company's business.	Case analysis (Case study), Discussion, Literature analysis, Simulation (engineering, technology or process simulation)	Group homework
Ability to investigate and analyse the economic processes taking place in a company, evaluate the economic results of taken decisions.		Examination, Group homework
Ability to identify company's emerging problematic situations and creatively choose the right solutions to the situations that arise, apply the knowledge of Economics and other sciences to the analysis of situation.		Examination, Group homework
Ability to develop professional skills, work in a team, discuss and reasonably submit one's thoughts.		Group homework
Understanding of the moral responsibility for the impact of one's decisions on company's performance and the environment.		Group homework

Content	Contact hours							Individual work: time and assignments	
	Lectures / e-learning	Tutorials / e-learning	Seminars / e-learning	Workshops / e-learning	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Introduction to the course.	2						2	2	Preparing for the discussion. Searching for information on the internet, reading of scientific literature
2. Getting acquainted with the current situation, course of activity and rules of the simulated production company. Formation of working groups.	4		2	2			8	4	Preparation for discussions, preparation of group homework, preparation for the exam.
3. Analysis of the tasks performed during the period of simulation activity.	2		2	2			6	10	Preparation for discussions, preparation of group homework, preparation for the exam.
4. Analysis of the situation of the production company according to the submitted documents.			2	4			6	15	Preparation for discussions, preparation of group homework, preparation for the exam.
5. Establishing corporate development strategies based on performance indicators and market conditions.			3	5			8	15	Preparation for discussions, preparation of group homework, preparation for the exam.
6. Making commercial, production, personnel and financial decisions in special forms of documents.		1	3	5			9	15	Preparation for discussions, preparation of group homework, preparation for the exam.
7. An analysis of the consequences of making correct and incorrect decisions.			6	6			12	17	Preparation for discussions, preparation of group homework, preparation for the exam.
Exam		2					2	2	
Total	8	3	18	24			53	80	

Assessment strategy	Weight %	Deadline	Assessment criteria
Group homework	70	Last week of the semester	Throughout the semester, students work in small groups of 3-4 students, so they prepare a joint group homework (report on the activities of the company) and its verbal illustrated report. The content of group homework is 80%, and the oral report accounts for 20% of the overall assessment.

			<p>10 – 9 points: the short- and long-term goals of the simulated company are properly formulated and expressed. Properly conducted analysis of the activities and development of the enterprise; reasoned and logical proposals have been made for improving the situation. The work demonstrates the creativity and innovative thinking of students. During the presentation, students speak fluently, do not use notes, present essential results. Thought expresses itself clearly, demonstrates its competence in the issue under consideration. Does not exceed the time limit, answers the questions asked.</p> <p>8 - 7 points: the short-term goals of the simulated company are properly formulated and expressed, but only partially relate to the long-term goals of the managed company. Properly conducted analysis of the company's activities, reasoned and logical proposals for improving the situation are made. During the presentation, students speak quite fluently, only occasionally use notes, present essential results. The thought is clear, but only partially demonstrates its competence in the issue in question. Does not comply with the established time limit, answers only part of the questions asked.</p> <p>8 - 7 points: the short-term goals of the simulated company are properly formulated and expressed, but only partially relate to the long-term goals of the managed company. Properly conducted analysis of the company's activities, reasoned and logical proposals for improving the situation are made. During the presentation, students speak quite fluently, only occasionally use notes, present essential results. The thought is clear, but only partially demonstrates its competence in the issue in question. Does not comply with the established time limit, answers only part of the questions asked.</p> <p>6 - 5 points: the short-term goals of the simulated company are properly formulated and expressed, but only partially related to the long-term goals of the managed company. Properly conducted only an analysis of the company's activities. During the presentation, students constantly use notes. Thought means clearly when reading the material of the notes, but is not able to speak freely. Only partially demonstrates its competence in the issue at hand. Does not comply with the established time limit, answers only part of the questions asked.</p> <p>4 – 1 points: the company's activity report does not meet the minimum subject and methodological requirements for this type of work. Students read from the notes, are not able to present the essential results. During the presentation, students do not comply with the time limit, are not able to answer the questions asked.</p> <p>In order to achieve a higher assessment, it is possible to improve the report on the activities of your company taking into account the comments and suggestions made by the lecturer, colleagues during the presentation of the work.</p>
Exam	30	Exam session	During the exam, 20 questions are provided, which must be answered in writing; questions are formulated from all topics of the subject. Questions can be posed in the form of a test,

			practical situations, statements. When answering the test questions, you need to choose one answer from the answer options presented (one answer option is correct); when giving an answer to the presented practical situation, it is necessary to explain it in a detailed, logical way, based on knowledge and perception, critical assessment, integrating knowledge also from other scientific fields, relying on factual, statistical information. When answering the questions posed in the form of statements, it is necessary to clarify the correct or incorrect statement made. The value of each correct answer is 0.5 points. To get a minimum rating, you need to correctly answer 10 questions out of 20.
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Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Bagdonas, E., Bajorūnienė, I.S., Kunigėlienė, D., Patašienė, I., Patašius, M., Skvernys, V., Vaičiukynas, E.	2021	Verslo duomenų analitika: žaidimas „Kietas riešutas“	El. knyga	Kaunas: KTU.
Andrew P.C.	2017	Financial statement analysis		Middletown, DE
Ummer, E. K.	2012	Basic mathematics for economics, business, and finance		London; New York, NY: Routledge
Recommended reading				
Ittelson, T.	2020	Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports		Career Press
Brigham, E. F.	2009	Financial management: theory and practice. 12th ed.		Mason