

ЛЕКЦИИ ПО ДИСЦИПЛИНЕ «УПРАВЛЕНЧЕСКАЯ ЭКОНОМИКА»

Лекция 1.

Предмет и метод управленческой экономики. Методы оптимизации в условиях определенности, риска и неопределенности.

1. Понятие «управленческая экономика». Управленческая экономика в системе наук. Задачи, основные разделы, объект и предмет изучения управленческой экономики.
2. Методы анализа: математическая экономика, эконометрика.
3. Методы выработки решений в условиях определенности, риска и неопределенности и выработка оптимальных решений.
4. Основы линейного программирования.

1. Понятие «управленческая экономика». Управленческая экономика в системе наук. Задачи, основные разделы, объект и предмет изучения управленческой экономики.

Управленческая экономика использует методы и специальные приемы, которые применяются в реальной практике для объективной и всесторонней оценки деятельности экономических агентов в условиях рынка.

Менеджеры принимают решения в реальной практике и отвечают на вопросы:

-каковы условия конкуренции на рынке, возможности и перспективы ведения бизнеса на нем,

- какие условия позволяют получать максимальный доход собственникам компании,
- как должны быть организованы ресурсы труда и капитала, чтобы сохранить конкурентные преимущества на рынке,
- какие существуют риски при ведении предпринимательской деятельности и другие задачи ведения бизнеса.

Управленческая экономика составляет то направление экономических исследований, которое сокращает разрыв между экономической теорией и практикой. Управленческая экономика включает элементы как микро-, так и макроэкономики. В ней используются как описательные, так и нормативные модели, а также аналитические средства математической экономики и эконометрики.

Управленческая экономика – это способ применения экономической теории, особенно ее микроэкономического раздела, к практическому решению проблем; эта дисциплина может быть использована для повышения качества управленческих решений; управленческая экономика связана с выработкой решений по оптимальному распределению ограниченных ресурсов между конкурирующими направлениями работ как в частном, так и в общественном секторах.

Экономическая теория и управленческая экономика

Экономическая теория традиционно подразделяется на две широкие области: микроэкономику, рассматривающую поведение на рынке продавца и покупателя, и макроэкономику, изучающую совокупность экономических понятий, таких, как валовый национальный продукт, национальный доход, национальная занятость и национальное потребление. Макроэкономика сосредоточивается на коллективных результатах миллионов, отдельных экономических решений, тогда как микроэкономика — на поведении отдельных лиц, принимающих решение в макроэкономической среде.

Поскольку микроэкономическая теория имеет дело с вопросами, близко связанными с поведением фирмы при распределении ресурсов (а именно с поведением потребителя, теорией спроса, анализом производства и затрат, структурой рынка и ценообразованием, планированием прибыли, бюджетом долгосрочных расходов компании и финансами), она вносит решающий вклад в управленческую экономику. Отдельная фирма, однако, существует не в вакууме. Ее среда — это проявления глобальной экономики, определяющей и направляющей действия миллионов людей, производителей и потребителей, действующих во всем мире.

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