STUDY SUBJECT DESCRIPTION

MICRO-MACRO ECONOMICS

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Management of tourism services	Compulsory	1^{st}	1^{st} year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/…)
2^{nd}	5 ECTS	Lithuanian	Face-to-face (e-learning, if needed)
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: **LO 1** understand modern tourism business tendencies and tourism business environment, capable to analyse it. **LO 2** able to organise and develop economic and financial activity of tourism entities, operating in the domestic and international markets, to manage processes and make decisions in the changing tourism business environment. **LO 3** design tourism service packages and organise accommodation, catering, travel and leisure services at a tourism company, evaluating different tourists' needs and considering appropriate measures. **LO 4** able to conduct negotiations, conclude agreements with clients and providers of tourism services, to ensure effective sales of tourism services. **LO 5** able to learn continuously, understand selves		Traditional and interactive lecture; Practical work; Seminars; Discussions; Work in groups; Analysis of problematic situations; Case study; Individual independent work.	Work in classroom; Home work; Project work.

	in the public context and act in a responsible manner in the dynamic tourism business environment.		

Prerequisites (these courses must have successfully completed before s/he can take this course)
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Course content
1. Modern economics and its research methods. 2. Market operation mechanism. 3. Theory of elasticity. 4. Consumer behavior. 5. Production. Production costs. 6. Market organizational forms. 7. Key macroeconomic indicators. 8. Business cyclical fluctuations. 9. Theory of economic growth. 10. Labor market segmentation. Supply and demand. Unemployment. 11. Inflation and deflation. 12. Exchange rates. 13. Fiscal and monetary policy. 14. International trade.

Recommended or required reading and other learning resources/tools
1. Jakštienė, S. (2013). Darbo rinkos segmentacija. 2. Paunksnienė J., Liučvaitienė A. (2009). Mikroekonomika. 3. Pagirskienė Z. (2008). Makroekonomikos pagrindai.