**The Experience of Optimal Pricing Decisions**

**Course description:**

This course describes the relationship between pricing decisions and cost accounting/management. Emphasis three major influences on pricing decisions. There are: customers, competitors, and costs. The time horizons of the pricing decision are considered as there are different factors for short-term versus long-term pricing decisions. The target-costing approach is explained and distinguished from a traditional cost-plus approach.

Life-cycle pricing, price discrimination, peak-load pricing, and the transfer pricing decisions are also discussed.

This course is highlighted in the examples from multinational companies and author’s consulting experience.

Recommended books for basic reading widely spread in Europeans and American Universities. Therefore, this course is useful for English-speaking students from different countries.

**Instructor:** Kuzin, Dmitry A.

**Credit points:** 3

**Faculty:** Management

**Language:** Russian/English

**Level:** Bachelor

**Academic hours**: 51

**Syllabus**

1. The three major influences on pricing decisions.
2. How companies make short-run pricing decisions.
3. How companies make long-run pricing decisions.
4. Price products using the target-costing approach.
5. Price products using the cost-plus approach.
6. Life-cycle pricing and costing.
7. Transfer Pricing, and Multinational Considerations

**Readings**

1. Financial & Managerial Accounting: International Edition, 3/E Charles T. Horngren, Walter T. Harrison Jr., M. Suzanne Oliver. © 2011 by Prentice-Hall, Inc.
2. Cost Accounting with MyAccountingLab: Global Edition, 14/E Charles Horngren   
   Srikant M. Datar, Madhav Rajan. © 2011 by Prentice-Hall, Inc.