



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Managerial Economics							
Course Code		ECO313		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	150 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Equip students with some tools of economics for the purpose of solving business problems.							
Course Content		The Fundamentals of Managerial Economics, Market Forces: Demand and Supply, The Theory of Individual Behaviour, Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets, The Economics of Information.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Kurtuluş BOZKURT							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Dominick SALVATORE, Managerial Economics in Global Economy, 5 th Edition, Thomson South-Western, 2004.
2	Özer ERTUNA, Yönetim Ekonomisi, Okan Ün. Yayınları, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	The Fundamentals of Managerial Economics
2	Theoretical	Market Forces: Demand and Supply
3	Theoretical	Quantitative Demand Analysis
4	Theoretical	The Theory of Individual Behaviour
5	Theoretical	The Production Process and Costs
6	Theoretical	The Organization of the Firm
7	Theoretical	The Nature of Industry
8	Intermediate Exam	Midterm Examination
9	Theoretical	Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets
10	Theoretical	Basic Oligopoly Models; Game Theory: Inside Oligopoly
11	Theoretical	Pricing Strategies for Firms with Market Power
12	Theoretical	The Economics of Information
13	Theoretical	Advanced Topics in Business Strategy
14	Theoretical	A Manager's Guide to Government in the Marketplace
15	Theoretical	General Assessment
16	Final Exam	Final Examination
17	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Reading	14	0	2	28
Individual Work	14	0	3	42
Midterm Examination	1	15	1	16
Final Examination	1	21	1	22
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Recognises and describes the breadth of economic problems they may confront as managers in the workplace.
2	Demonstrates methods and techniques to solve standard pricing problems.
3	Identifies and appraises important trade-offs inside and outside the firm.
4	Explains the central problem of incentives in organisations and evaluates strategies for firms to deal with this problem.
5	Analyses real world business problems with a systematic theoretical framework.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P2	4	3	4	3	1
P4	4	3	2	3	2
P6	4	3	3	2	3
P8	5	4	2	3	3
P15	3	3	3	3	3

