



## 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 (Hours)	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 (Economics)**

1	It defines and evaluates the basic economic concepts, theories, and methods.
2	It offers a basic level of policy proposals towards current economic problems.
3	It analyzes in the context of economic and social events in a historical perspective.
4	It explains the role of economic actors (such as government, company, or household) in the economy.
5	It follows national and international economic indicators and developments and it uses economic knowledge and methods in different areas.
6	It provides methods, tools and techniques necessary for the modelling and analysis of economic data and evaluates outcomes accordingly.
7	It defines economic systems, decision-making, policies and problems and it provides feedback about them.
8	It benefits from other disciplines that contribute to economic basis and holds a basic knowledge of these disciplines.
9	It explains and comments on economic growth, development and productivity problems on basic grounds.
10	It provides sufficient know-how in sub-branches such as public economics, industry, agriculture, environment and natural resources, labor, knowledge and ownership of the economy, international finance, money, in political economy and econometrics.
11	It defines and evaluates the concept of business on basic grounds.
12	It provides a sufficient level of legal know-how that may be demanded from high skill labor in both public and private sectors.
13	It defines the role of innovation, creativity and technology in the dynamic global economy.
14	It shows skills that will be useful for future employment opportunities and the working environment.
15	It considers science as a rational individual with professional and ethical responsibility.

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

	L1	L2	L3	L4	L5
P1	4	4	4	4	4
P2	2	2	2	2	2
P4	4	4	4	4	4
P10	3	3	3	3	3
P11	4	4	4	4	4
P14	4	4	4	4	4

