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| Description: logo | **ÇANKAYA UNIVERSITY**  **Faculty of Economics and Administrative Sciences Department of Management** **Syllabus** |

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| **Department** | MANAGEMENT | | | | | | |
| **Course Code &**  **Course Name** | MAN 317 – MANAGERIAL ECONOMICS | | | | | | |
| **Number of Weekly Lecture Hours** | 3 | **Weekly Lab/Tutorial Hours** | 0 | **Number of Credit Hours** | 3 | **ECTS Credit** | 6 |
| **Academic Year** | 2021-2022 | | | | | | |
| **Semester** | Fall | | | | | | |
| **Instructor** | Asc. Prof. Ece C. Akdoğan | | | | | | |
| **E-mail** | [ece@cankaya.edu.tr](mailto:ece@cankaya.edu.tr) | | | | | | |
| **Room & Phone** | Offıce: K 201 Office No: +90 312 233 12 04 | | | | | | |
| **Lecture Hours** | Wednesday, 13:20 – 16:10 | | | | | | |
| **Office Hour** | Thursday, 12:20 – 13:10 | | | | | | |
| **Course Web Site** | <https://webonline.cankaya.edu.tr> | | | | | | |

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| **Course Description** |
| This course is mainly designed to equip the students with the ability of utilizing economic analysis in formulating business decisions. Drawing upon the theoretical foundations of the concepts of demand, cost, production, profits, and competition, this course primarily concentrates on three topic areas: Consumer behavior and demand analysis, costs and production decisions, market structure and strategy. Besides, it also addresses decision making under uncertainty. |

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| **Prerequisites**  (if any) | 1st   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | 2nd   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | | 3rd   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | | 4th   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | |
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| Consent of the Instructor | |  | Give others, if any. | | |
| **Co-requisites**  (if any) | 1st   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | 2nd   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | | 3rd   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | 4th   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  | | |
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| **Course Type** | Must course for dept.  Must course for other dept.(s)  Elective course for dept.  Elective course for other dept.(s) | | | | | |

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| **Course Objectives** |
| The main aim of this course is to utilize microeconomic theory and decision science tools to examine how an organization can achieve its objectives most efficiently. In this respect, it aims to provide the students a solid understanding and practical applications of consumer and firm behaviour, demand analysis, cost and production decisions, market structures and competitive strategy. Further, it is aimed to equip the students with the capability of applying marginal analysis and optimization techniques along with the ability of decision making under uncertainty. |

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| **Course Outline** | |
| Week | Topic(s) |
| 1 | Overview of the Course  Introduction to Economic Decision Making |
| 2 | Optimal Decisions Using Marginal Analysis |
| 3 | Optimal Decisions Using Marginal Analysis­\_cont.d  Introduction to Demand Analysis |
| 4 | Demand Analysis and Optimal Pricing |
| 5 | Consumer Preferences and Demand |
| 6 | Basics of Estimating and Forecasting Demand  Review for the Midterm Exam |
| 7 | Midterm |
| 8 | Production |
| 9 | Cost Analysis |
| 10 | Competing within Markets\_Perfect Competition and Monopoly |
| 11 | Competing within Markets\_ Monopolistic Competition and Oligopoly |
| 12 | Game Theory and Competitive Strategy |
| 13 | Decision Making Under Uncertainty |
| 14 | Closing Remarks |

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| **Grading Policy** | | | | | | | | |
| Assessment Tool | Quantity | Percentage | Assessment Tool | Quantity | Percentage | Assessment Tool | Quantity | Percentage |
| Homework |  |  | Case Study |  |  | Attendance |  |  |
| Quiz |  |  | Lab Work |  |  | Field Study |  |  |
| Midterm Exam | 1 | 40% | Class Participation |  |  | Project |  |  |
| Term Paper |  |  | Oral Presentation |  |  | Final Exam | 1 | 60% |

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| **Textbook**(s) | | | | |
| Author(s) | Title | Publisher | Publication Year | ISBN |
| William F. Samuelson; Stephen G. Marks; Jay L. Zagorsky | Managerial Economics, 9th ed. | Wiley | 2021 | 978-1-119-55491-2 |

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| **Reference Book**s | | | | |
| Author(s) | Title | Publisher | Publication Year | ISBN |
| Robert S. Pindyck; Daniel L. Rubinfeld | Microeconomics, 9th ed. | Pearson | 2018 | 978-0134184241 |

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| **Teaching Policy** |
| Lectures, Discussions, Examples and Exercises |

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| **Laboratory, Studio and Court Hall Usage** |
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| **Computer Usage** |
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| **Learning Outcomes** |
| Upon the successful completion of the course students will be able to:   1. Understand the fundamentals of consumer and firm behavior 2. Apply marginal analysis and optimization 3. Analyze demand 4. Utilize responsiveness analyses 5. Explain different costs of production and how they affect short and long run decisions 6. Derive the equilibrium conditions for cost minimization and profit maximization 7. Grasp the four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model 8. Explain different pricing practices such as price discrimination, block pricing, commodity bundling, etc. 9. Understand how game theory can be utilized in business decision making 10. Apply economic analysis in formulating business decisions 11. Handle decision making under uncertainty |