

COURSE OUTLINE: MANAGERIAL ECONOMICS

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OE201	SEMESTER	3rd
COURSE TITLE	MANAGERIAL ECONOMICS		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	4
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Special Background – Optional		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://www.econ.uth.gr/en/studies/undergraduate-studies/courses-description/3rd-semester/managerial-economics		

LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
By the end of this course, students will be able to:

1. Calculate/estimate either from available data or from the mathematical form of demand curve price elasticities of demand, income elasticities and cross-price elasticities and use the values obtained in conducting economic policies,
2. Develop linear programming (LP) models for economic and business problems, solve LP problems with two decision variables graphically, and perform the necessary sensitivity analysis,
3. State the optimal inventory policy in economic order quantity models with deterministic demand,
4. Apply/analyze multi-product pricing practices, transfer pricing, and cost-plus pricing.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

The course aims at the following general competencies:

- Search for, analysis and synthesis of data and information with the use of the necessary technology,
- Decision making,
- Autonomous work,
- Promotion of free, creative and inductive thinking,

and the following specific objectives:

(a) The application of Microeconomics and the analysis tools of Management Science to find optimal solutions to Management decision-making problems,

(b) The calculation procedures that show the degree of sensitivity of the requested quantity of the product of a company to changes in its price as well as other determinants of its demand,

(c) The use of quantitative methods such as linear programming and inventory models,

(d) The pricing practices when firms produce more than one product, when firms are organized in a multitude of decentralized or semi-autonomous centers, and when they do not have precise knowledge of the demand and cost curves they face.

SYLLABUS

1. The nature and scope of managerial economics, definition of Managerial Economics, basic process of decision making, Theory of the firm, Nature and function of profits.
2. Optimization techniques and new management tools, methods of expressing average and marginal relationships, optimization analysis, constrained optimization, new management tools for optimization.
3. Demand theory, demand for a commodity, price elasticity – income elasticity – and cross-price elasticities of demand, use of elasticities in managerial decision making.
4. Linear Programming (LP), a simple LP maximization problem with two variables, construction of the mathematical model, objective function and constraints, feasible solution space, graphical solution of LP models, sensitivity analysis, examples of LP applications with more than two variables.
5. Inventory Theory, reasons for stocking physical goods, inventory policy, process of operating inventory systems, single-item Economic Order Quantity (EOQ) model with zero and non-zero lead-times, single item EOQ models with (a) price breaks, and (b) backorders.
6. Pricing in practice, pricing of products with interrelated demands, plant capacity utilization and optimal product pricing, optimal pricing of joint products produced in fixed and variable proportions, transfer pricing (a) with no external market for the intermediate product, and (b) with a perfectly and imperfectly competitive market for the intermediate product, cost-plus pricing, incremental analysis in pricing

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	The learning process is supported through the use of (a) the electronic platform e-class and the institutional email, (b) Microsoft EXCEL, and (c) the packages MINITAB and e-VIEWS.
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and</i>	The lectures are delivered in the classrooms of the Department of Economics through the use of Microsoft Office 365 tools (Word, EXCEL, Power-Point). Before each lecture, slides and supporting material have already been posted on the course

<p><i>analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<p>electronic platform “e-class”, so that students can have access to them during the lecture. The existing technological equipment of the above rooms also enables the use of an electronic whiteboard through a WACOM device, which allows writing in presentations and texts with storage capabilities of rich texts and presentations. The enriched texts containing comments on the lectures and solutions to exercises and problems are also posted in the e-class after the end of each lecture. This uploaded material on e-class includes also files containing additional problems and exercises that students are invited to solve in order to practice and understand the taught material. Solutions and comments on these problems are given either during lectures or during office hours announced by the teacher responsible (in special cases even via e-mail using students’ institutional accounts) More specifically, the workload of the module is analyzed as follows:</p> <table border="1" data-bbox="671 969 1303 1406"> <thead> <tr> <th>Activity</th><th>Semester workload</th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>39 hours</td></tr> <tr> <td>Study at home</td><td>45 hours</td></tr> <tr> <td>Completion of assignment</td><td>15 hours</td></tr> <tr> <td>Preparation for the final exam</td><td>19 hours</td></tr> <tr> <td>Exams</td><td>2 hours</td></tr> <tr> <td></td><td></td></tr> <tr> <td>Course total</td><td>120</td></tr> </tbody> </table>	Activity	Semester workload	Lectures	39 hours	Study at home	45 hours	Completion of assignment	15 hours	Preparation for the final exam	19 hours	Exams	2 hours			Course total	120
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<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i></p>	<p>WINTER SEMESTER EXAMINATION PERIOD</p> <p>Individual Assignment: 20%</p> <p>Final Written Exam: 80% REPEAT</p> <p>SEPTEMBER EXAM: Written exam: 100%</p> <p>The problems of the assignment and the written examination are broken down into individual questions, where each question indicates the grade received in the completed answer. The correction of the assignment and the written examination is based on a special marking scheme, for which students are informed during the lectures.</p>																

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	
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ATTACHED BIBLIOGRAPHY

«**Managerial Economics and Strategy**», 1st ed./2018, Authors: Perloff M. Jeffrey, Brander A. James, Publisher: Broken Hill Publishers LTD

«**Managerial Economics in a Global Economy**», 2012, Authors: *Dominick Salvatore*, edited by V. Pekka-Economou, Publisher: G. Dardanos

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D.R. Anderson, D.J.Sweeney, T.A.Williams, J.D.Camm, J.J.Cochran, M.J.Fry, J.W.Ohlmann (2013), «**Quantitative Methods for Business**», 12th Edition, SOUTH-WESTERN College Publishing