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| ***ÇAĞ UNIVERSITY***  ***INSTITUTE of SOCIAL SCIENCES*** | | | | | | | | | | | | | | | | | |
| **Course** | | | | **Course** | | | | | | **Credit** | | | | **ECTS** | | | |
| ECO 501 | | | | Managerial Economics | | | | | | 3-0-3 | | | | 7 | | | |
| **Prerequest** | | | | | | None | | | | | | | | | | | |
| **Language** | | | | | | Turkish | | In class, lecture and class discussion (or on line) | | |  | | | | | | |
| **Level** | | | | | | Graduate | | | | | | | | | | | |
|  | | | | | **Lecturer** | | **Time** | | **Office Hours** | | | | **e-mail** | | | | |
|  | | | | | Prof. Dr. Mahir FİSUNOĞLU  -Room: B-58 | |  | | To be announced and by appointment | | | | [mahirfisunoglu@cag.edu.tr](mailto:mahirfisunoglu@cag.edu.tr) | | | | |
|  | | | | | Managerial economics is related to “the theory of firm ” of microeconomics.Microeconomic theory has shown some significant changes over time. Some of them are, a) debate between perfect competition and imperfect competition, b) the contribution of technological advancement on production processes, c) the evaluation of competition from local and country level to international level, d) the increasing power of multinational firms, e) the employment of more mathematical and econometric technics on firm level decision- making processes, f) the increasing level of risks and uncertanities along with efforts toward measurability of risks and uncertanities, g) “big data” analysis, h) finally the effects of some new developments such as new developments on digital works, climate change, environmental problems on decision making process and managerial decision on the firms.  Despite these developments, some basics of microeconomics such as supply and demand, equilibrium price and quantity, elasticities, short- run and long- run, changes in resources distribution, pricing methods and economy of scale are still important subjects for managers. Therefore, we will focus on the both subjects during this course: Traditional ones and new developments. This will hope to contribute graduate students’ problem solving and decision- making abilities on managerial economics since they are assumed to be managers in the future. This is not only for those who will employed in private sector but also in public sector. The course is planned and designed for students who have different background in economics. Since a firm is a large organization, this course covers only managerial economics and that the other functions of firm will be covered in other courses. | | | | | | | | | | | | |
| **Learning Outcomes of the Course** |  | |  | | | | | | | | | | | | **Relations** | | |
| **Prog. Outputs** | | **Net Effect** |
| 1 | | Having completed this course, it is expected that graduate students will have a clear idea of firm theory along with traditional and new approaches. Moreover, they are assumed to have developed skills on the relationship between different subjects and definations of microeconomics and managerial economics. It is also hoped that they will be able to see the relationship between what have they learned here and what have they faced in real life. | | | | | | | | | | | | 4 | | 4 |
| 2 | | Graduate students are expected to have a deeper understanding on the importance of price system, market structures and efficient and productive utilization of resources. | | | | | | | | | | | | 3 | | 5 |
| 3 | | It is assumed that graduate students will have a clear idea of data analysis on demand - supply analysis and the concept of equilibrium. | | | | | | | | | | | | 3,4 | | 5,4 |
| 4 | | It is expected that graduate students will have a deeper understanding and awareness on the importance of costs, minimazing costs and their relations with efficiency and productivity. | | | | | | | | | | | | 3,4 | | 5,4 |
| 5 | | Graduate students are expected to have an understanding on relatively new subjects such as developments on digital field, environmmental problems and climate change that are becoming important for firms. They are also expected to have the effects of these new subjects on decision making process , costs and pricing decisions of firms. | | | | | | | | | | | | 3 | | 5 |
| 6 | | In addition, they are assumed to have an ability of developing policies for Item 5 above. | | | | | | | | | | | | 4 | | 4 |
| 7 | | In general, it is assumed that graduate students will have a deeper knowledge and ability of understanding between theory of firm/managerial economics and the other subjects of firms. | | | | | | | | | | | | 4 | | 4 |
| **Course Description:** This course is planned and designed for graduate students to have basic understanding on the theory of firm. For graduates who are going to employed in private or public sector, every day subjects of supply and demand, equilibrium, price determination, production and costs elasticities, market structure, and global changes (digital works, climate change, big data analysis, environmental problems) ,.risk and uncertanities will be focused throughout this course.. | | | | | | | | | | | | | | | | | |
| **Course Outline (Weekly Course Plan)** | | | | | | | | | | | | | | | | | |
| **Week** | | **Subject** | | | | | | | | | | **Preparation** | | | | **Method** | |
| 1 | | The topics of managerial economics, firm and the goals of firms | | | | | | | | | | Text | | | | Lecture and discussion | |
| 2 | | Supply and demand | | | | | | | | | | Text | | | | Lecture and discussion | |
| 3 | | Elasticities and demand estimations | | | | | | | | | | Text | | | | Lecture and discussion | |
| 4 | | Production theory | | | | | | | | | | Text | | | | Lecture and discussion | |
| 5 | | Costs | | | | | | | | | | Text | | | | Lecture and discussion | |
| 6 | | Production and costs functions | | | | | | | | | | Text | | | | Lecture and discussion | |
| 7 | | Pricing: Pure competition and monopols | | | | | | | | | | Text | | | | Lecture and discussion | |
| 8 | | Pricing: Oligopols and monopolistic competition | | | | | | | | | | Text | | | | Lecture and discussion | |
| 9 | | Budgeting | | | | | | | | | | Text | | | | Lecture and discussion | |
| 10 | | Risks and uncertanities | | | | | | | | | | Text | | | | Lecture and discussion | |
| 11 | | New developments in firm theory | | | | | | | | | | Text | | | | Lecture and discussion | |
| 12 | | The effects of digitilisation on decision making process of firms | | | | | | | | | | Text | | | | Lecture and discussion | |
| 13 | | The effects of environmental problems and climate change in decision making process of firms-1 | | | | | | | | | | Text | | | | Lecture and discussion | |
| 14 | | The effects of environmental problems and climate change in decision making process of firms-2 | | | | | | | | | | Text | | | | Lecture and discussion | |
| |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **REFERENCES** | | | | | | | | | **Text** | For those would like to have an English text may get any “Managerial Economics”. Please follow the order on “weekly course plan”. For Turkish text; “Yönetim Ekonomisi”, Prof. Dr. İ. Özer ERTUNA, Okan Üniversitesi Yayını, 11, İstanbul, 2017, is recommended. | | | | | | | | **GRADING METHOD** | | | | | | | | | **Course, Homework** | | **No** | | **Effect** | | **Notes** | | | **Homework (Until midterm) and a take home exam** | | 5 | | 100 points | |  | | | |  |  |  | | --- | --- | --- | | **Homework (from midterm midterm) and a take home exam to final) and a take home exam** | 5 | 100 points |   **home exam** | | 5 | | 100 points | |  | | | Homeworks and problem sheets will be given weekly and compose 40 points of total grade. A 24 hours-take home exam for midterm and final will compose the other 60 percent.  **Scientific and Professional Ethic Rules**  Graduate students should obey the ethical rules determined by the University. It is expected that they are not going to behave in any actions that are not get along well with studentship. Academic life is based on honesty, right behavior and responsible behavior. Graduate students of Cag University are expected to know University’s rules as well as the University’s mission, vision and academic values which are available at web page.  *“Strive not to be a success, but rather to be of value”.* - Albert Einstein  **Have a good term…**  **ECTS TABLE** | | | | | | | | | **Content** | | | **No** | | **Hour** | | **Total** | | **Lectures in Class** | | | **14** | | **3** | | **42** | | **Homeworks and problem sheets out of Class** | | | **14** | | **11** | | **154** | |  | | |  | |  | |  | |  | | |  | |  | |  | | **Total**  **Total / 28**  **ECTS Credit** | | | | | | | **196/28=7** | |  | | | | | | |  | | | | | | | | | | | | | | | | | | |