

41.

<b>Course title</b>	<b>Managerial Economics</b>			
<b>Course code</b>	<b>ECON403</b>			
<b>Course type</b>	<b>Theoretical, Compulsory Course</b>			
<b>Level</b>	Undergraduate			
<b>Year / Semester</b>	Year 4 Semester 7			
<b>Teacher's name</b>	Panayiotou Elena			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	This course provides an approach to managerial decision problems using economic reasoning. It is also presents business practice topics using an analytical approach, using equations and numerical insight.			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Be able to analyse and discuss consumer behaviour and markets in general</li> <li>• Be able to analyse business practices with respect to pricing and competition</li> <li>• Define and apply key concepts in decision analysis</li> <li>• Be able to confidently analyse different market structures and equilibrium outcomes in each of them</li> </ul>			
<b>Prerequisites</b>	<b>ECON102 Introduction to Economics</b> <b>ECON113 Microeconomics</b>	<b>Required</b>	None	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• <b>Alternative theories of the firm</b></li> <li>• <b>Internal organisation of the firm</b></li> <li>• <b>Market structure</b></li> <li>• <b>Efficiency wages</b></li> <li>• <b>Incentive structures,</b></li> <li>• <b>Corporate governance</b></li> <li>• <b>Individual (one person) decision making under uncertainty:</b> Attitudes towards risk and the value of information</li> <li>• <b>Basics of game theory and strategic decision making:</b> Including its applications to oligopoly, Collusion among firms, Product differentiation, Entry deterrence and other market practices</li> <li>• <b>The effects of asymmetric information:</b> Bargaining, Bidding and auctions, Situations of moral hazard and adverse selection</li> </ul>			
<b>Teaching methodology</b>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> <li>• Power Point presentations</li> <li>• Guided discussions with the active participation of students</li> </ul>			

	<ul style="list-style-type: none"> <li>• Examples and case studies that relate to the content of the course</li> <li>• Question and answer section</li> <li>• Use of internet and related IT infrastructure</li> <li>• Use of video projector and whiteboard</li> <li>• Assignment</li> </ul>
<b>Bibliography</b>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>• Παπαδέας, Π., (2015). Διοικητική λογιστική. [ηλεκτρ. βιβλ.] Αθήνα:Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN: 978-960-603-217-2 <b>Διαθέσιμο στο:</b> <a href="http://hdl.handle.net/11419/2449">http://hdl.handle.net/11419/2449</a></li> <li>• Παπαδάμου, Σ., Συριόπουλος, Κ., 2015. Βασικές αρχές αξιολόγησης επενδύσεων: Χρηματοοικονομική και κοινωνικοοικονομική προσέγγιση. [ηλεκτρ. βιβλ.] Αθήνα: Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN: 978-960-603-009-3 <b>Διαθέσιμο στο:</b> <a href="http://hdl.handle.net/11419/4365">http://hdl.handle.net/11419/4365</a></li> </ul> <p><b>English Bibliography</b></p> <ul style="list-style-type: none"> <li>• Thomas J. Webster (2015) Managerial Economics : Tools for Analyzing Business Strategy. Lanham: Lexington Books, ISBN 9781498507936 <b>EBSCO</b></li> <li>• Parkinson, A.(2001) Managerial finance, Butterworth Heinemann, ISBN: 0-7506-1826-4</li> <li>• Begg, D., Ward, D.(2016), Economics for business. McGraw Hill Education, ISBN: 9780077175283</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Attendance and Class Participation: 10%</li> <li>• Assignment: 20%</li> <li>• Intermediate Written Examination: 30%</li> <li>• Final Written Examination: 40%</li> </ul>
<b>Language</b>	English or Greek