



Course Syllabus

Course Code	Course Title	ECTS Credits
ECON-466	Managerial Economics	6
Prerequisites	Department	Semester
ECON-261, ECON-262, MATH-108	Accounting, Economics and Finance	Spring
Type of Course	Field	Language of Instruction
Required	Economics	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Mr Marios Christou	3 rd , 4 th
Mode of Delivery	Work Placement	Co-requisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Offer a good understanding of resource allocation and efficiency in an applied manner.
- Introduce the concepts of optimization techniques in economics.
- Analyze the objectives of the firm using mathematical and analytical techniques

Learning Outcomes:

After completion of the course students are expected to be able to:

- Provide an overview of economic efficiency and optimization of economic resources.
- Explain how managerial economics can be used as a tool for managerial decision making.
- Perform an economic analysis involving optimization techniques, demand analysis and forecasting, applications of cost theory, price and output determination under different market structures.
- Explain the quantitative impact of government regulation.
- Demonstrate problem solving techniques

Course Content:

1. Introduction to Resource Allocation.
2. Economic Analysis and Objectives of the Firm.
3. Theory of Demand and Applications.
4. Theory of Production and Applications
5. Costs Analysis and Applications
6. Price and Output Determination Under Different Market Structures.
7. Business and Economic Forecasting.
8. Pricing and Government Regulation.
9. Investment Decisions

Learning Activities and Teaching Methods:

Lectures, tutorials, practical exercises

Assessment Methods:

Midterm exam, final exam, class participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managerial Economics, 8 th edition	Samuelson, W. and S. Marks	Wiley	2014	9781118808940

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managerial Economics, 5 th edition	Png, Ivan	Routledge	2015	9781138810266