

**Template**

**Description of Course Unit according to the  
ECTS User's Guide 2015**

Course unit title	Managerial Economics
Course unit code	EMM6004
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Master
Year of study when the course unit is delivered (if applicable)	Odd
Semester/trimester when the course unit is delivered	3
Number of ECTS credits allocated	92,80
Name of lecturer(s)	Prof. Bernadette Robiani, M.Sc and Marlina Widiyanti, MM, M.Hum, Ph.D
Learning outcomes of the course unit	M1 students are able to explain and apply principles in the field of managerial economics (S9, P2, P5, P6, KU5, KK3, KK4) M2 student are expert in analyzing data to formulate a company's operational strategy (P2, KU5, KK3, KK4) M3 students are able to avoid plagiarism and present it with a responsible attitude of ethics and principles in the field of Managerial Economics (P4, KU1, KU2, KK2, KK4)
Mode of delivery (face-to-face, distance learning)	Face to face
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Optimation</li> <li>2. Market Analysis;</li> <li>3. Supply and Demand;</li> <li>4. Consumer Behavior;</li> <li>5. Production Theory;</li> <li>6. Cost Production Theory;</li> <li>7. Market Structure, Behavior and Performance;</li> <li>8. Risk Analysis;</li> <li>9. Externality;</li> <li>10. Public and Corporate Policy.</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Salvatore, 2007, Dominick, <i>Managerial Economics in A Global Economy</i>, 6<sup>th</sup> edition, Oxford University Press.</li> <li>2. Baye, Michael R., 2010, <i>Managerial Economics and Business Strategy</i>, 7<sup>th</sup> edition, Mc Graw Hill</li> </ol>

Planned learning activities and teaching methods	<ol style="list-style-type: none"> <li>1. Understand and able to explain the meaning and scope of Managerial Economics, and the meaning of Optimization, lectures &amp; discussions, make a summary in the form of individual papers the meaning and scope of Managerial Economics as well as provide examples of applying managerial economics in business.</li> <li>2. Understand and able to explain the meaning of the market, distinguish between market structures, the concept of demand and supply, elasticity and market equilibrium, lectures &amp; discussions, make a paper on the analysis of the condition of demand, supply, elasticity of a company and its market equilibrium</li> <li>3. Understand and able to explain individual preferences, budget constraints, the relationship between consumer preferences and consumer demand, lectures &amp; discussions, student group paper and discussion on consumer behavior analysis</li> <li>4. Understand and able to explain the production theory, lectures &amp; discussions, Individual paper on the production case of a company</li> <li>5. Understand and able to explain the production costs theory, lectures &amp; discussions, Individual paper on the cost production case of a company</li> <li>6. Understand and able to explain market structure, behavior and performance, lectures &amp; discussions, paper on firm analysis in monopoly and oligopoly market and student group presentation</li> <li>7. Understand and able to explain the meaning of price, price discrimination, dumping and price transfer, lectures &amp; discussions, student group paper on pricing analysis and discussions</li> <li>8. Understand and able to explain the business risk, risk valuation and avoidance, and decision making under uncertainty business condition, lectures &amp; discussions, student group paper analyzing risks in a business and discussions</li> <li>9. Understand and able to explain externality and its benefits, lectures &amp; discussions, individual papers analyze business externalities</li> <li>10. Understand and able to explain the public and corporate policy, lectures &amp; discussions, student group paper and discussion on public and corporate policy</li> </ol>
Language of instruction	Bahasa Indonesia
Assessment methods and criteria	<p>Written &amp; Oral test</p> <p>Criteria:</p> <p>A = 86-100</p> <p>B = 71-85,99</p> <p>C = 56-70,99</p> <p>D = 41-55,99</p>