

1. Course Identity

Course name	Managerial Economics		
Faculty	Business and Economics	Study Program	Economics
Code	SIE946	Credit	3
Group	Study Program	Course Status	Elective
Semester	6	Availability	Limited
Learning Method	in-class	Media	Blended
Course Group	Elective Courses	Prerequisite	Intermediate Macroeconomics

2. Course Description

Managerial Economics is the application of economic theories and decision-making science in managerial decision regarding challenges faced by business/company and market. This course offers a study of individual, company, market and government's behaviors on managerial decision-making.

3. Learning Outcome

GLO Code	Formulation of Graduate Learning Outcome (GLO)	CLO Code	Formulation of Course Learning Outcome (CLO)
J	Able to apply knowledge and expertise in financial economics to analyze financial industry practices.	J11	Able to apply company and economic analysis theories to decide business strategies.

4. Study Materials and Main References

Study Material	<ol style="list-style-type: none"> 1. Introduction 2. Elasticity and demand 3. Basic estimating and forecasting demand 4. Customer behaviors 5. Optimal decisions using marginal analysis 6. Demand analysis and optimal pricing 7. Measuring production functions 8. Cost 9. Firm organization dan market structure 10. Competitive firms, monopoly, and pricing with market power 11. Oligopoly dan monopolistic competition 12. Game theory and strategi business 13. Competition and game 14. Asymmetric information problems in business
Main Reference	<ol style="list-style-type: none"> 1. Perloff, J. M., & Brander, J.A. (2020). <i>Managerial Economics and Strategy</i>. 3rd. Pearson Education. 2. McGuigan, J.R., Moyer, R. C., & deB, H. F. H. (2017). <i>Managerial Economics: Applications, Strategy, and Tactics</i>. 13th. Cengage Learning.



Date :	Date:	Date :
Approved by the Dean	Checked by the Head of Study Program	Prepared by:
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