



**COURSE OUTLINE
and
SET OF COURSE**

Course : MANAGERIAL ECONOMICS

Code/credits : EM 411 / 3 SKS

**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
DIPONEGORO UNIVERSITY
SEMARANG**

OUTLINE OF TEACHING PROGRAM

Course : **MANAGERIAL ECONOMICS**

Code / SKS : EM 411/ 3 SKS

Brief Description : This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

General Instructional Objective : After joining the class student able to use proper quantitative to make managerial decision and give alternative managerial solutions optimally.

No	Specific Instructional Objectives	Subject	Sub Subject	Durati on	Reference
1.	After joining the class student able to use explain the nature and Scope Of managerial Economics	Nature and Scope Of managerial Economics	a. Managerial Economics as Decision Making Tools b. Objectives of the firm : Profits and Benefit	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C.† Pappas, James L. , .Managerial Economics, Dryden Press
2.	After joining the class student able to use explain Optimization & Estimation Technique	Optimization & Estimation Technique	a. Functional Relationship b. Differential Formula c. Linear Regression d. Multiple Regression and the test	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , .Managerial Economics, Dryden Press
3.	After joining the class student able to use explain Demand Analysis and Consumer Behavior	Demand Analysis and Consumer Behavior	a. Demand & Sales b. Why demand come first ? c. Variables affecting Demand : Internal and External	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , .Managerial Economics, Dryden Press
3.	After joining the class student able to use explain Elasticity	Elasticity	a. Price Elasticity b. Income Elasticity c. Cross Elasticity	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , .Managerial Economics, Dryden Press

					Economics, Dryden Press
4.	After joining the class student able to use explain Demand Elasticity	Demand Elasticity	a. Survey and Experiment b. Estimations Steps c. Examples	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
5.	After joining the class student able to use explain Demand Estimation	Demand Estimation	a. Regression for Forecast b. Qualitative Forecast c. Time series	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
6.	After joining the class student able to use explain Production Analysis	Production Analysis	a. Short Term – Long Term b. Input, proses, output element c. Short Term Production d. Long Term Production e. Production factors elasticity, nature of production factors	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
7.	After joining the class student able to use explain Cost Analysis	Cost Analysis	a. Economic cost vs Accounting cost concept b. Incremental cost c. Short term Vs Long term cost d. Long term cost and economies of scale e. Short term cost models	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
8.	After joining the class student able to use explain Cost Analysis	Cost Analysis (continued)	a. Short term cost estimation b. Long term cost estimation	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
9	After joining the class student able to use explain Market Structure	Market Structure	a. Basic assumption of Four Market Structure b. Price determination in perfect competition market	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-

			c. Highest efficiency (long run Equilibrium) d. Monopoly, existence and impact		Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
10	After joining the class student able to use explain Market Structure	Market Structure (continued)	a. Monopoly Regulation b. Monopolistic Competition c. Oligopoly	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
11.	After joining the class student able to use explain Market Structure	Market Structure (continued)	a. Monopoly Regulation b. Monopolistic Competition a. Oligopoly	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
12.	After joining the class student able to use explain Price Determination Strategy	Price Determination Strategy	a. Cartel Forming b. Price Discrimination c. Price Leadership d. Transfer Price e. Sales maximization with profit minimization f. Barrier to entry strategy	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
13	After joining the class student able to use explain Price Determination Strategy	Price Determination Strategy (continued)	a. Mark-up pricing b. Illegal pricing : dumping	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press
14	After joining the class student able to use explain Capital budgeting	Capital budgeting	a. Net Present Value Criteria (NPV) b. IRR c. Mutually Exclusive Investment	150 minutes	A. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed. B. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed C. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**

Course Code : EM 441 – 3 SKS

Duration : 1 x 3 x 50 minutes

Session : 1

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain the nature and Scope Of managerial Economics

B. Subject : Nature and Scope Of managerial Economics

C. Sub Subject : 1. Managerial Economics as Decision Making Tools
2. Objectives of the firm : Profits and Benefit

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explain Subject to be delivered the whole semester 2. Explain benefit of learning managerial Economics 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Nature and Scope Of managerial Economics 2. Managerial Economics as Decision Making Tools 3. Objectives of the firm : Profits and Benefit 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 2

A. Objectives:

1. General Instructional Objective :
 This Course applies economics theory and decision making theory to find optimal solution to managerial decision problems.
2. General Instructional Objective :
 After joining the class student able to use explain Optimization & Estimation Technique

B. Subject : Optimization & Estimation Technique

C. Sub Subject : 1. Functional Relationship
 2. Differential Formula
 3. Linear Regression
 4. Multiple Regression and the test

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Overview Subject to be delivered this session 2. Explain benefit of learning Optimization & Estimation Technique 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Optimization & Estimation Technique 2. Functional Relationship 3. Differential Formula 4. Linear Regression 5. Multiple Regression and the test 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation:

Generating questions and or case study, to be discussed on small groups and together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 3

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Demand Analysis and Consumer Behavior

B. Subject : Demand Analysis and Consumer Behavior

C. Sub Subject : 1. Demand & Sales
 2. Why demand come first ?
 3. Variables affecting Demand : Internal and External

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Demand Analysis and Consumer Behavior 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Demand Analysis and Consumer Behavior 2. Demand & Sales 3. Why demand come first ? 4. Variables affecting Demand : Internal and External i	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studi to be discussed on small groups and discussed together to gain information about student undstanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**

Course Code : EM 441 – 3 SKS

Duration : 1 x 3 x 50 minutes

Session : 4

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Elasticity

B. Subject : Elasticity

C. Sub Subject : 1. Managerial Economics as Decision Making Tools
2. Price Elasticity
3. Income Elasticity
4. Cross Elasticity

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Overview Subject to be delivered this session 2. Explain benefit of learning Elasticity 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 3. Listening, note taking 4. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Elasticity 2. Price Elasticity 3. Income Elasticity 4. Cross Elasticity 	<ol style="list-style-type: none"> 3. Listening, note taking 4. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 3. Listening, note taking 4. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

4. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
5. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
6. Pappas, James L. ,.Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : **EM 441 – 3 SKS**
 Duration : **1 x 3 x 50 minutes**
 Session : **5**

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Demand Elasticity

B. Subject : Demand Elasticity

C. Sub Subject : 1. Survey and Experiment
 2. Estimations Steps
 3. Examples

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Demand Elasticity 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Demand Elasticity 2. Survey and Experiment 3. Estimations Steps 4. Examples	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

7. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
8. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
9. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 6

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Demand Estimation

B. Subject : Demand Estimation

C. Sub Subject : 1. Managerial Economics as Decision Making Tools
 2. Regression for Forecast
 3. Qualitative Forecast
 4. Time series

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Overview Subject to be delivered this session 2. Explain benefit of learning Demand Estimation 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Demand Estimation 2. Regression for Forecast 3. Qualitative Forecast 4. Time series 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , .Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 7

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Production Analysis

B. Subject : Production Analysis

C. Sub Subject : 1. Managerial Economics as Decision Making Tools
 2. Short Term – Long Term
 3. Input, process, output element
 4. Short Term Production
 5. Long Term Production
 6. Production factors elasticity, nature of production factors

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Production Analysis 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Production Analysis 2. Short Term – Long Term 3. Input, process, output element 4. Short Term Production 5. Long Term Production 6. Production factors elasticity, nature of production factors	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

4. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
5. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
6. Pappas, James L. , .Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 8

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Cost Analysis

B. Subject : Cost Analysis

C. Sub Subject : 1. Economic cost vs Accounting cost concept
 2. Incremental cost
 3. Short run Vs Long run cost
 4. Long run cost and economies of scale
 5. Short run cost models

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Cost Analysis 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Cost Analysis 2. Economic cost vs. Accounting cost concept 3. Incremental cost 4. Short run Vs Long run cost 5. Long run cost and economies of scale 6. Short run cost models	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , .Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**

Course Code : EM 441 – 3 SKS

Duration : 1 x 3 x 50 minutes

Session : 9

A. Objectives:

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Cost Analysis

B. Subject : Cost Analysis

C. Sub Subject : 1. Managerial Economics as Decision Making Tools

3. Objectives of the firm : Profits and Benefit

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Overview Subject to be delivered this session 2. Explain benefit of learning Cost Analysis 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Cost Analysis 2. Short run cost estimation 3. Long run cost estimation 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , .Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 10

A. Objectives:

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Market Structure

B. Subject : Market Structure

C. Sub Subject : 1. Managerial Economics as Decision Making Tools
 2. Basic assumption of Four Market Structure
 3. Price determination in perfect competition market
 4. Highest efficiency (long run Equilibrium)
 5. Monopoly, existence and impact

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Market Structure 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Market Structure 2. Basic assumption of Four Market Structure 3. Price determination in perfect competition market 4. Highest efficiency (long run Equilibrium) 5. Monopoly, existence and impact	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

4. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
5. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
6. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 11

A. Objectives:

1. General Instructional Objective :

This Course applies economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Market Structure

B. Subject : Market Structure

C. Sub Subject : 1. Monopoly Regulation
 2. Monopolistic Competition
 3. Oligopoly

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Market Structure 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Market Structure 2. Monopoly Regulation 3. Monopolistic Competition 4. Oligopoly i	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**

Course Code : EM 441 – 3 SKS

Duration : 1 x 3 x 50 minutes

Session : 12

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Price Determination Strategy

B. Subject : Price Determination Strategy

C. Sub Subject : 1. Managerial Economics as Decision Making Tools

4. Objectives of the firm : Profits and Benefit

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	4. Overview Subject to be delivered this session 5. Explain benefit of learning Price Determination Strategy 6. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Price Determination Strategy Cartel Forming 2. Price Discrimination 3. Price Leadership 4. Transfer Price 5. Sales maximization with profit minimization 6. Barrier to entry strategy	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studi to be discussed on small groups and discussed together to gain information about student undstanding to the subject.

F. Reference :

4. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
5. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
6. Pappas, James L. , Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**
 Course Code : EM 441 – 3 SKS
 Duration : 1 x 3 x 50 minutes
 Session : 13

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Price Determination Strategy

B. Subject : Price Determination Strategy

C. Sub Subject : 1. Price Determination Strategy
 2. Mark-up pricing
 3. Illegal pricing : dumping

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	1. Overview Subject to be delivered this session 2. Explain benefit of learning Price Determination Strategy 3. Explain General Instructional Objective and Specific Instructional Objective Competency	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	1. Price Determination Strategy 2. Mark-up pricing 3. Illegal pricing : dumping	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard
Closing	1. Summarize Subject 2. Generating question 3. Overview for the next subject	1. Listening, note taking 2. Discuss and generating question regarding the topics	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studies to be discussed on small groups and discussed together to gain information about student understanding to the subject.

F. Reference :

1. Douglas, Ivan J, 1995, Managerial Economics, Prentice Hall Intl. Ed.
2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , .Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**

Course Code : EM 441 – 3 SKS

Duration : 1 x 3 x 50 minutes

Session : 14

A. Objectives :

1. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

2. General Instructional Objective :

After joining the class student able to use explain Capital budgeting

B. Subject : Capital budgeting

C. Sub Subject : 1. Net Present Value Criteria (NPV)
2. IRR
3. Mutually Exclusive Investment

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Overview Subject to be delivered this session 2. Explain benefit of learning Capital budgeting 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Capital budgeting 2. Net Present Value Criteria (NPV) 3. IRR 4. Mutually Exclusive Investment 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studi to be discussed on small groups and discussed together to gain information about student undstanding to the subject.

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2. Salvatore, Dominick, 2004, Managerial Economics, McGraw-Hill Intl. Ed
3. Pappas, James L. , .Managerial Economics, Dryden Press

COURSE SETTING

Course : **MANAGERIAL ECONOMICS**

Course Code : EM 441 – 3 SKS

Duration : 1 x 3 x 50 minutes

Session : 13

A. Objectives :

3. General Instructional Objective :

This Course apply economics theory and decision making theory to find optimal solution to managerial decision problems.

4. General Instructional Objective :

After joining the class student able to use explain the nature and Scope Of managerial Economics

B. Subject : Nature and Scope Of managerial Economics

C. Sub Subject : 1. Managerial Economics as Decision Making Tools

5. Objectives of the firm : Profits and Benefit

D. Study Activities

Activities steps	Lecture Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explain Managerial Economics to be delivered the whole semester 2. Explain benefit of learning managerial Economics 3. Explain General Instructional Objective and Specific Instructional Objective Competency 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Presentation	<ol style="list-style-type: none"> 1. Ruang Lingkup Ekonomi Manajerial 2. Ekonomi Manajerial sebagai alat Pengambilan Keputusan 3. Tujuan Perusahaan : keuntungan & manfaat 4. Hubungan Ekonomi 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize Subject 2. Generating question 3. Overview for the next subject 	<ol style="list-style-type: none"> 1. Listening, note taking 2. Discuss and generating question regarding the topics 	Power Point Slides, LCD Projector, computer & whiteboard

E. Evaluation :

Generating questions or case studi to be discussed on small groups and discussed together to gain information about student understanding to the subject.

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