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| **Course Title** | Business Economics |
| **Course Code** | TMBA - 100 |
| **Course Type** | This course is a Requirement |
| **Level** | Master (2nd Cycle) |
| **Year/Semester** | Year 1, A’ or B’ semester |
| **Teacher’s Name** | Dr Nicos Karfakis / Dr Kyrillos Nicolaou |
| **ECTS** | 6 | **Lectures/weeks** | 3 | **Laboratories/weeks** |  |
| **Course Purpose and Objectives** | This course provides a broad overview of organizational economics and theories in order to examine how firms make optimal economic and business decisions given the constraints emerging from the market, competition, different business situations, economic environments and information. Students will overview different economic tools and analytic approaches in setting economic goals for the firm, pricing and output determination under different market structures, forecasting and measurement, demand and game theory analysis and optimization, production and cost theory analysis, and macroeconomic policy as it affects the business environment. Therefore, the course develops on an economic perspective that is appropriate for students aspiring to manage businesses and organizations in a wide variety of service industries. Students are expected to:* Select and use appropriate economic tools to explain the optimal allocation of resources within the firm for sound and effective business decision-making;
* Conduct a detailed examination of price theory and consumer choice;
* Examine market structure and performance;
* Discuss the welfare properties of different market outcomes;
* Consider business problems from an economic perspective;
* Apply regression analysis, estimation and forecasting, and game theory to guide managerial and business decision-making.
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| **Learning Outcomes** | Upon completion of this course students will be able to:1. Explain the main economic approaches, tools and theories available for decision - making and problem - solving policies to stabilize and support business strategy for market growth and profits increase;
2. Select and use economic tools and methods of marginal analysis, estimation and forecasting model to explain the optimal allocation of resources within the firm;
3. Recognise the different market structures and pricing practices in measuring and determining market power in every case;
4. Analyse and evaluate the environment and the main determinants of market demand in order to interpret demand functions and elasticities, production and pricing decisions;
5. Advance analytical, mathematical and modelling skills related to economic theories in business contexts;
6. Assess current and emerging issues in business economics at the national and international level;
7. Implement game theory in contemporary case studies to define the optimal course of market action when dealing with competitors.
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| **Prerequisites** | None | **Required** | MBA |
| **Course Content** | 1. Economic Concepts: Meaning and Importance of Managerial and Business Economics / Functions of a Managerial Economist.
2. Demand and Supply Analysis / Law and Elasticity of Demand.
3. Demand Forecasting / Methods or Techniques of Demand Forecasting, Survey Methods, Statistical Methods, Demand Forecasting for New Products.
4. Production Analysis / Cost of Production / Cost Analysis.
5. Objectives of Firm / Profit Maximization Model, Economist Theory of the Firm, Cyert and March’s Behavior Theory, Marris’ Growth Maximization Model, Baumol’s Static and Dynamic Models, Williamson’s Managerial Discretionary Theory
6. Revenue Analysis and Pricing Policies
7. Price Determination under Perfect Competition / Monopoly / Monopolistic Competition / Oligopoly / Collusive Oligopoly / Duopoly / Industry Analysis
8. Macro Economics / Concepts / Ratios / Index Numbers / National Income Deflators / Consumption Function and Investment Function, Multiplier, Accelerator
9. Stabilization Policies-Introduction, Economic Stability, Instruments of economic Stability, Monetary Policy, Fiscal Policy, Physical Policy or Direct Controls, Regulation or Public Policy, Inflation and Deflation: Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation
10. Managerial Economics / Business Cycle / Theories of Business Cycles / Measures to Control Business Cycles / Decisions, Vertical and Horizontal Integration.
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| **Teaching Methodology** | Faculty members select one or a combination (according to thematic area and expected learning outcomes) of the following teaching methods in order to achieve the learning outcomes of the course: lectures, workshops, seminars, individual or group case - studies and exercises, debates, demonstrations and discussion, educational visits, digital learning, flip learning method, coaching-mentoring, project-based learning method, work-based learning method, presentations by visitors etc. |
| **Mode of delivery** | Face to face. |
| **Bibliography** | **Required** |
| Mankiw, N., Taylor, M., and Ashwin, A. (2019). Business Economics. Cengage Learning; ISBN-10: 1473762774.Thomas, C and Maurice, C. S. (2020). Managerial Economics: Foundations of Business Analysis and Strategy; 13th Edition; McGraw Hill; ISBN10: 1260004759. |
| **Recommended** |
| Guell, R. (2021). Issues in Economics Today. 9th Edition. McGraw Hill; ISBN10: 1260225321.Brickley, J., Smith, Z., and Zimmerman, J. (2021). Managerial Economics & Organizational Architecture; 7th Edition; McGraw Hill; ISBN10: 1260004740. Baye, M. and Prince, J. (2017). Managerial Economics & Business Strategy; 9th Edition; McGraw Hill; ISBN10: 1259290611. Froeb, M. L., McCann, T. B., Ward, R. M., and Shor (2015). Managerial Economics; 4th Edition; Cengage Learning; ISBN-10: 1305259335.McGuigan, Moyer, and Harris (2017). Managerial Economics: Applications, Strategy, and Tactics, 14th ed., Cengage. ISBN-10: 1305506383 ISBN-13:9781305506381 (MMH).Lindstädt, L. and Müller, J. (2017) Making Game Theory Work for Managers, *McKinsey Quarterly*. |
| **Assessment** | The following assessment methods are employed to assess this course:

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| 30 – 50 % | Final Exam |
| 20 – 40 % | Mid –Term / Tests / Quizzes |
| 10 – 30 % | Assignments / Projects |
|  0 – 10 % | Class Attendance & Participation |

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| **Language** | English |