



## Course Specifications (Postgraduate Degree)

<b>Course Title:</b>	Managerial Economics
<b>Course Code:</b>	ECON511
<b>Program:</b>	Master of Business Administration - MBA
<b>Department:</b>	
<b>College:</b>	College of Business Administration - COB
<b>Institution:</b>	Dar Al Uloom University

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b> <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective
<b>3. Level/year at which this course is offered:</b> Level 1 / Year 1
<b>4. Pre-requisites for this course (if any):</b> Not Applicable
<b>5. Co-requisites for this course (if any):</b> Not Applicable

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100
2	Blended	Not Applicable	Not Applicable
3	E-learning		
4	Distance learning		
5	Other		

### 7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
1	Lecture	45
2	Laboratory/Studio	Not Applicable
3	Seminars	
4	Others (specify)	
<b>Total</b>		45

## B. Course Objectives and Learning Outcomes

### 1. Course Description

*This course integrates various economic concepts and tools with managerial decision-making and policy formulation in business organizations. The course will focus on demand and consumer Behaviour, production analysis and Costs, market structure and competition, and pricing strategies.*

### 2. Course Main Objective

- *Develop concise managerial decision-making solutions for different market structure settings, such as perfectly competitive, monopolistic, and imperfect competitive markets*
- *Apply financing models in optimization managerial economics scenarios using quantitative techniques*
- *Understand the public - private sector relationship in optimising national economic goals and external constraints on the private sector*

### 3. Course Learning Outcomes

Course Learning Outcomes (CLOs)		Aligned PLOs*
<b>1</b>	<b>Knowledge and understanding</b>	
1.1	Possess thorough knowledge and critical understanding, interpretation and comprehension of price, quantity, elasticity, breakeven, cost, economies of scale, demand and supply model for profit and revenue maximization as it applies to business and professional decision making	PLOK1
1.2	Possess knowledge and deep specialized understanding of how firms set prices regarding different market structure.	PLOK4
<b>2</b>	<b>Skills:</b>	
2.1	Consistently applying practical and theoretical knowledge of demand and supply model, consumer behavior, market structure, production function, cost function, and best-case economic optimization solutions for managerial decision making.	PLOS1
2.2	Critically evaluate and make effective use of mathematical and statistical data, using qualitative and quantitative economic methods for strategic managerial decision making.	PLOS5
<b>3</b>	<b>Values:</b>	
3.1	Take initiative in professional leadership skills through teamwork, continuous passion for learning, and decision-making ability that results in fundamental change and independent progress aimed towards solving complex managerial decision	PLOV2

\* Program Learning Outcomes

### C. Course Content

No	List of Topics	Contact Hours
1	Introduction and Goals of the Firm	3
2	Fundamental Economic Concepts	4.5
3	Demand Analysis	4.5
4	Estimation of Demand	4.5
5	Production Economics	4.5
6	Cost Analysis	4.5
7	Prices, Output, and Strategy (Pure and Monopolistic Competition, Monopoly, Oligopoly)	9
8	Pricing Techniques and Analysis	4.5
9	Government Regulations	3
10	Decisions Under Risk and Uncertainty	3
<b>Total</b>		<b>45</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>		
1.1	Possess thorough knowledge and critical understanding, interpretation and comprehension of price, quantity, elasticity, breakeven, cost, economies of scale, demand and supply model for profit and revenue maximization as it applies to business and professional decision making	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• In-class Discussions</li> <li>• Tutorials</li> <li>• Internet Search</li> </ul>	<ul style="list-style-type: none"> <li>• Oral Presentations</li> <li>• Quizzes</li> <li>• Problem-Solving Exercises</li> <li>• Written Examinations</li> </ul>
1.2	Possess knowledge and deep specialized understanding of how firms set prices regarding different market structure.		
<b>2.0</b>	<b>Skills</b>		
2.1	Consistently applying practical and theoretical knowledge of demand and supply model, consumer behavior, market structure, production function, cost function, and best-case economic optimization solutions for managerial decision making.	<ul style="list-style-type: none"> <li>• Case-Study Learning</li> <li>• Seminars</li> <li>• Use of Self-Study and e-Learning Material</li> </ul>	<ul style="list-style-type: none"> <li>• Oral Presentations</li> <li>• Problem-Solving Exercises</li> <li>• Written Examinations</li> </ul>
2.2	Critically evaluate and make effective use of mathematical and statistical data, using qualitative and quantitative economic methods for strategic managerial decision making.		
<b>3.0</b>	<b>Values</b>		
3.1	Take initiative in professional leadership skills through teamwork, continuous passion for learning, and decision-making ability that results in fundamental change and independent progress aimed towards solving complex managerial decision	<ul style="list-style-type: none"> <li>• Case-Study Learning</li> <li>• Seminars</li> <li>• Use of Self-Study and e-Learning Material</li> </ul>	<ul style="list-style-type: none"> <li>• Oral Presentations</li> <li>• Written Examinations</li> <li>• Project</li> </ul>

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Presence and participation		5%
1	Homework		10%
2	Project		15%
3	Midterm Exam		30%
4	Final Exam		40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

### Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Five Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• أ د فريد بشير طاهر. الاقتصاد الاداري. الطبعة الاولى 2012.</li> <li>• وليد اسماعيل السيفو. الاقتصاد الاداري: مدخل كمي في استراتيجيات اتخاذ القرار، الاهلية للنشر، عمان، 2007 .</li> <li>• طارق الحاج وفليح حسن. الاقتصاد الاداري، دار صفاء للنشر والتوزيع، عمان، الطبعة الثانية، 2014</li> <li>• McGuigan et al, (2011). Managerial Economics, Applications, Strategy, and Tactics, 10th Edition</li> <li>• Wilkinson, Nick (2005), Managerial Economics: A Problem-Solving Approach</li> </ul>
<b>Essential Reference Materials</b>	<i>Selected Articles</i>
<b>Electronic Materials</b>	--
<b>Other Learning Materials</b>	<i>Microsoft Excel</i>

### 2. Educational and research Facilities and Equipment Required

<b>Item</b>	<b>Resources</b>
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	<i>Classroom.</i>
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	<i>Data show + smart boards.</i>
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	<i>Internet access point.</i>

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

**Evaluation Areas/Issues** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	COB Postgraduate Studies Council
Reference No.	MOM 1/ 2020-2021
Date	6/09/2020

