MAN 401-MANAGERIAL ECONOMICS

Instructor: Süheyla Özyıldırım

Logistic: Office is at third floor, MA-317 and my office phone is 2901899. You can also reach me any time via e-mail: suheyla@bilkent.edu.tr

Office Hour: Monday 15:40-17:30


Grading: A course grade will be assigned on the basis of individual student performance on two midterm examinations (30% each), a final examination (30%), and homework and quiz (10%). In addition to the scheduled exams, short quizzes may be given throughout the course to encourage reading and attendance. Students who miss either a midterm or the final exam and have a valid excuse from University Health Services will be given a comprehensive make-up exam during the final exam period. Without a valid excuse, a student who misses an exam will receive a grade of zero for that exam.

Course Objective: This course is designed to give students an understanding of the basic principles of microeconomics. Supply and demand, consumer behavior, markets and market structure, cost and production, and industry structure are among the topics covered. Students will emerge from this course with the ability to apply economic principles to managerial decision making. They will learn to consider the influence of economic forces in making decisions and in understanding the consequences of those decisions. The course material is cumulative, making it important to keep up with the lectures, to pay close attention to class discussions, and to keep good notes. Failure to do this often leaves students lost and confused when it comes time to apply the material. I recommend that you review the course materials and your course notes regularly.
Tentative Content of the Course

**Week of Sept. 20th:** Introduction

**Week of Sept. 27th:** Fundamental Economic Concepts (Chp. 2)

**Week of Oct. 4th:** Theory of Consumer Behavior and Demand Analysis (Chp. 3 and Appendix 3A)

**Week of Oct. 11th:** Estimation of Demand (Chp. 4 and Appendix 4A)

**Week of Oct. 18th:** Business and Economic Forecasting (Chp. 5)

**Week of Oct. 25th:** Midterm I

**Week of Nov. 1st:** Production Economics (Chp. 7 and Appendix 7A)

**Week of Nov. 8th:** Cost Analysis (Chp. 8, Appendix 8A and Chp 9 and Appendix 9A)

**Week of Nov. 15th:** Pure and Monopolistic Competition (Chp. 10)

**Week of Nov. 22th:** Pure and Monopolistic Competition (Chp. 10)

**Week of Nov. 29th:** Monopoly and Dominant Firms (Chp. 12)

**Week of Dec. 6th:** Midterm II

**Week of Dec. 13th:** Oligopoly (Chp. 13)

**Week of Dec. 20th:** Best Price Tactics (Chp. 14)

**Week of Dec. 27th:** Government Regulation (Chp.17)

**Week of Jan. 3rd:** Decision Making Under Risk and Uncertainty (Chp.19)