

Managerial Economics

Module Code:	ECO5014-B
Academic Year:	2018-19
Credit Rating:	20
School:	(OUT OF USE WEF 2017/8) Division of Economics
Subject Area:	Economics
FHEQ Level:	FHEQ Level 5
Module Leader:	Dr Oleksandr Shepotylo
Additional Tutors:	

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	22
Tutorials	12
Directed Study	162
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To provide an understanding of the practical limitations of the standard economic analysis of the firm and to examine the impact of managers on the decision making process in modern organisations.

Outline Syllabus

Quantitative Demand Analysis; Forecasting and Estimation; Competitive Markets; Imperfectly Competitive Markets and Market Power; Creation of Barriers to Entry and Contestable Markets. The Theory of Individual Behaviour; Managerial Behaviour and Decision Making; Pricing Strategies for Firms with Market Power; Firm Performance and Strategy; Risk and Decision Making; The Economics of Information; Long Term Investment Decisions;

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 1.1. Understand the theories and concepts relating to the management of organisations.
- 2 2.1. Apply microeconomic analysis to the operation of firms and markets.

2.2. Recognise the limitations of microeconomic theory in explaining real world behaviour.

2.3. Demonstrate the extent of the relationship between market structure and organisational performance.
- 3 3.1. Use evidence to test theoretical propositions.

3.2. Identify the limitations of logical analysis when applied in a business context.

Learning, Teaching and Assessment Strategy

The module will use lectures to deliver core content alongside a programme of seminars which will provide the opportunity for you to work through problem-based questions, review case studies, and present short answers to questions on the nature of managerial behaviour in organisations. Lectures will in some cases be used to conduct workshops on particular aspects of theory with brief student presentations. Independent analysis of case studies will be used to develop your autonomous learning skills. Formative feedback will be provided in seminars on your work relating to problem-based questions, and two tests will be used (one in each semester) to provide formative feedback to students on their progress. Summative assessment will be in the form of one 2 hour exam at the end of the module.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	FA: 2 hour closed book examination at the end of semester 2	0 hours	100%	Yes

Legacy Code (if applicable)

SE-5014L

Reading List

To view Reading List, please go to [rebus:list](#).