

COURSE OUTLINE

1. GENERAL

SCHOOL/FACULTY	ECONOMIC SCIENCES, UNIVERISTY OF WESTERN MACEDONIA		
DEPARTMENT	ECONOMICS		
LEVEL OF STUDY	<i>Postgraduate</i>		
COURSE UNIT CODE		SEMESTER	1st
COURSE TITLE	MANAGERIAL ECONOMICS AND FINANCE		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS
Lectures		2	5
COURSE UNIT TYPE Y	Compulsory		
PREREQUISITES :	NO		
LANGUAGE OF INSTRUCTION/EXAMS:	English		
COURSE DELIVERED TO ERASMUS STUDENTS	NO		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
The course is composed by two parts: Managerial Economics bridges economic theory and business practice, providing MBA students with analytical tools to make informed managerial decisions. The course focuses on applying microeconomic principles to solve real-world business problems, optimize resource allocation, and develop strategic decision-making skills. The second part focuses on the scientific area of finance and analyses essential finance related topics in management.
Upon successful completion of this course the student will be able to:
<ul style="list-style-type: none"> • Apply economic concepts to analyze business environments. • Make data-driven managerial decisions using economic models. • Understand demand analysis, production, and cost functions. • Evaluate market structures and competitive strategies. • Apply pricing strategies in various market conditions. • Incorporate risk analysis into managerial decisions. • understand the importance and the calculation of the time value of money • use a bundle of investment assessment methods, distinguishing the advantages and disadvantages of each one of them. • distinguish different types of budgets • critically assess financial ratios
General Skills
<ul style="list-style-type: none"> • Decision making • Teamwork • Critical thinking

3. COURSE CONTENTS

Indicative contents for Part I (Managerial Economics):

- Introduction to Managerial Economics
 - Definition, scope, and role in decision-making
 - Basic principles of economics relevant to managers
- Demand Analysis and Forecasting
 - Determinants of demand
 - Elasticity of demand
 - Techniques for demand forecasting
- Production and Cost Analysis
 - Production functions and returns to scale
 - Short-run and long-run cost structures
 - Economies of scale and scope
- Market Structures
- Pricing Strategies and Practices
 - Price discrimination
 - Cost-plus pricing
 - Dynamic pricing models
- Risk Analysis and Decision Making Under Uncertainty
 - Expected value and decision trees
 - Risk assessment and management techniques
 - Behavioral economics insights

Game Theory and Strategic Behavior

- Nash equilibrium
- Dominant strategies
- Applications in business negotiations
- Economics of Information
- Asymmetric information and adverse selection
- Moral hazard
- Principal-agent problems

Government, Regulation, and Managerial Economics

- Role of government in markets
- Regulatory impacts on business decisions
- Antitrust policies and economic efficiency

Globalization and Managerial Economics

- International trade theories
- Exchange rates and economic policy impacts
- Global market strategy considerations

Course Review and Applied Project Presentations

- Integration of course concepts
- Student presentations on real-world case studies

Indicative contents for Part II (Finance):

- Time value of Money
- Capital Budgeting and social cost-benefit analysis.
- Budgets
- Financial analysis of Financial Statements - Financial Ratios
- Financing - Bonds

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	online	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Dynamic powerpoint transparencies e-class support Communication via e-mail and course discussion group	
TEACHING METHODS	Method description	Semester Workload
	lectures	26
	Individual Assignments	34
	Self study	65
	Course total (25 hours of work load per credit)	125
ASSESSMENT METHODS	I. Final examination (50%) II. Individual Assignments (50%)	

5. RESOURCES

- Samuelson, W. F., & Marks, S. G. (2015). *Managerial Economics* (8th ed.). Hoboken, NJ: Wiley.
- McGuigan, J. R., Moyer, R. C., & Harris, F. H. deB. (2013). *Managerial Economics: Applications, Strategy, and Tactics* (13th ed.). Stamford, CT: Cengage Learning.
- Finkler S. et al (2017), *Financial Management for Public, Health, and Not-for-Profit Organizations* Fifth Edition, CQ Press
- Νούλας Αθανάσιος, (2022). *Χρηματοοικονομική Διοίκηση: Επενδυτικές και Χρηματοδοτικές Αποφάσεις*, Εκδόσεις Τζιόλα, 2η έκδοση.