



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Managerial Economics
Course Code	ECO 402
Semester	8th
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

This course in managerial economics is specifically designed for students of Management and Economics. It would provide them an understanding of economic concepts and economic environment influencing managerial decisions. The course would introduce the students to the application of statistical as well as mathematical tools for making decisions. The objective of the course is to demonstrate how applications of economic theory can improve decision making. The approach involves introducing managerial economics first and then using these principles to analyze decisions faced by managers. Principles from economics and business are developed and integrated with emphasis on management decision-making and policy formation.

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

- 1) Managerial Economics 3rd Edition by Dale Lehman
- 2) Managerial Economics by Salvatore

	<ul style="list-style-type: none"> • Isocost line
14	Laws of return to Scale
15,16	<ul style="list-style-type: none"> • Theory of cost / cost of production • Long-run and short-run aspects • Average Fixed cost • Average total cost • Average Variable cost • Marginal Cost • Relation between these cost curves
	Two Assignments + Two Test+ Presentation
	Final Term

Learning Outcomes:

- Apply economic reasoning to the analysis of selected contemporary economic problems.
- Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed.
- Analyze the efficiency and equity implications of government interference in markets.
- Recognize and identify situations leading to market failures and government failures.
- Evaluate the intent and outcomes of government stabilization policies designed to correct macroeconomic problems.
- Use economic problem solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy.