

## COURSE FILE SUMMARY

COURSE INFORMATION			
<u>College / Institute / Centre</u>	Management & Technology	Department	Marketing and international Business
Programme Title	Bachelor of Business Administration	Programme Code	
Course Title	Economic Analysis	Course Code	EI211
<b># Hours</b>	-----2-----	-----2-----	-----3-----
	Lecture	Lab / Tutorial	Credit
<b>Pre Requisites :</b>	<b>Macroeconomics (EI121)</b>		

### COURSE AIM

The aim of this course is to present the analytical techniques of microeconomics and the decision making process concerning pricing strategies and the behaviour of different market players through the analysis of market operations ,indifference curves , different market structures ,production and cost relations and efficient resource usage.

### COURSE OBJECTIVES

To provide the students with the necessary tools for taking managerial decision based on economical grounds.

### STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	PH. D in Economics		1
Tutorials	Bachelor of Economics		1/2
Laboratories / Workshops			

## LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1	2	Introduction to Managerial Economics
2	...2...	2	Demand Theory
3	...3...	2	Demand Theory (contine)
4	...4...	2	Consumer Behaviour and Rational Choice
5	...5...	2	Estimating Demand Functions
6	...6...	2	Estimating Demand Functions (continue)
7	...7...	2	7 <sup>th</sup> week exam
8	...8...	2	Business & Economic Forecasting
9	9	2	Sophisticated monopoly pricing
10	10	2	Oligopoly
11	11	2	Game theory
12	12	2	12 <sup>th</sup> week exam
13	13	2	Risk analysis
14	14	2	Auctions
15	15	2	Moral hazard & principal agent problem – Adverse Selection
16	16	2	Final exam

## TEXT BOOKS

Code*	Description
	Managerial Economics - Sixth Edition W. Bruce Allen, The Wharton School, University of Pennsylvania Neil Doherty, The Wharton School, University of Pennsylvania Keith Weigelt, The Wharton School, University of Pennsylvania Edwin Mansfield, late of the University of Pennsylvania

## REFERENCE BOOKS

Code*	Description
	N/A

## TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	1	2	Application to Introduction to Managerial Economics
2	...2...	2	Application to Demand Theory
3	...3...	2	Application to Demand Theory (contine)
4	...4...	2	Application to Consumer Behaviour and Rational Choice
5	...5...	2	Application to Estimating Demand Functions
6	...6...	2	Application to Estimating Demand Functions (continue)
7	...7...	2	Revision for 7 <sup>th</sup> week exam
8	...8...	2	Application to Business & Economic Forecasting
9	9	2	Application to Sophisticated monopoly pricing
10	10	2	Application to Oligopoly
11	11	2	Application to Game theory
12	12	2	Revision for the 12 <sup>th</sup> week exam
13	13	2	Application to Risk analysis
14	14	2	Application to Auctions
15	15	2	Application to Moral hazard & principal agent problem – Adverse Selection & Revision for final exam

## LABORATORY WORKSHOP SCHEDULE

Laboratory				Description
#	Week	Hrs.	Code	
				N/A

### Computer Usage

.....  
[http:// mis1.aast.edu/moodle](http://mis1.aast.edu/moodle)  
 .....

### Grading and Assessment Method

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis				
7	30	30								
12	20	20								
1-15	10				10					
16	40	40								

**Prepared by :**

Designation

**Name** Dr. Ashraf Salah Eldin

**Sign**

**Date**

**Approved by :**

Designation


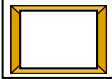







**Name** Dr. Khaled Hanafy

**Sign**

**Date**

READING MATERIAL	
Code*	Description
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
* TB : Text Book	RB: Reference Book      ST: Standards / Codes      LN: Lecture Notes

SUPPLEMENTARY MATERIAL	
Code*	Description
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....
*PR: Periodical Audio Cassette	SW: Software      VT: Video Tape      OS: Overhead Slide      MD: Model      AC:

EDUCATIONAL RESOURCES								
								
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>