



SESSION PLAN

Lecture

COURSE PARTICULARS	
#: EI211	Title: Economic Analysis

SESSION PARTICULARS		
#: 1	Title: Introduction to Managerial Economics	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Introduction to managerial economics, possible uses of managerial economics in the business world, decision making process and other major concepts related to the field of managerial economics
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Prepared by :
 Designation
 Name Dr. Ashraf Salah Eldin
 Sign
 Date

Approved by :
 Designation
 Name Dr. Khaled Hanafy
 Sign
 Date



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Department of: Marketing and International Business

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COURSE PARTICULARS

#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 2	Title: Demand Theory	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Reminder for the determinants of the demand, demand elasticities, relation between revenues (marginal and total) and price elasticity of demand
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 3	Title: Demand Theory (contine)	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Reminder for the determinants of the demand, demand elasticities, relation between revenues (marginal and total) and price elasticity of demand (continue)
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 6	Title: Estimating Demand Functions (continue)	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Estimating demand functions (simple linear regression models)
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 8	Title: Business & Economic Forecasting	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Using estimations of demand functions for forecasting purposes
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 7	Title: 7 th week exam	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Examining all topics covered till this point
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#: EI211	Title: Economic Analysis

SESSION PARTICULARS		
#: 5	Title: Estimating Demand Functions	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Estimating demand functions (simple linear regression models)
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 9	Title: Sophisticated monopoly pricing	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Different types of price discrimination in a monopolistic market
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COURSE PARTICULARS	
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SESSION PARTICULARS		
#: 10	Title: Oligopoly	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Related issues with oligopoly, pricing policies, cartels, collusive agreements, and others.
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 11	Title: Game theory	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Different models for the Game Theory and the decision tree
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COURSE PARTICULARS	
#: EI211	Title: Economic Analysis

SESSION PARTICULARS		
#: 13	Title: Risk analysis	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Risk Analysis, related concepts and cases
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 12	Title: 12 th week exam	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Examining topics covered till this point
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 14	Title: Auctions	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Auctions, related concepts and cases
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COURSE PARTICULARS	
#: EI211	Title: Economic Analysis

SESSION PARTICULARS		
#: 15	Title: Moral hazard & principal agent problem – Adverse Selection and Revision for the final exam	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Moral hazard & principal agent problem, related concepts and cases
2.	Adverse Selection, related concepts and cases
3.	Revision for the final exam
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COURSE PARTICULARS	
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SESSION PARTICULARS		
#: 4	Title: Consumer Behaviour and Rational Choice	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Covering the concepts and related issues to the Theory of Consumer Behaviour and Rational Choice
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#: EI211	Title: Economic Analysis
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SESSION PARTICULARS

#: 16	Title: Final exam	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Examining all topics covered in this course
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Lecture

Source Material

Text book

Supplementary Material

Educational Resources

White Board

Tutorial / laboratory / Workshop (Delete as required)