**Ankara Üniversitesi  
Kütüphane ve Dokümantasyon Daire Başkanlığı**

**Açık Ders Malzemeleri**

Ders izlence Formu

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| Dersin Kodu ve İsmi | **İKT241 Managerial Economics** |
| Dersin Sorumlusu | Prof. Dr. Onur Özsoy |
| Dersin Düzeyi | Lisans |
| Dersin Kredisi | 4 |
| Dersin Türü | Teorik |
| Dersin İçeriği | This course covers managerial decision-making process at every level of management in public, private and not-for-profit organizations. Managers, in order to increase the performance of the organization must give efficient decisions in deciding the use of resources in hands. To be efficient in the decision making process, managers must know and effectively use microeconomic and quantitave economic theories and techniques. By knowing and using the microeconomic and quantitative economic theories and techniques in the decision making process, managers can estimate demand functions for the firm’s product(s), estimate cost functions, adequately follow and interpret the changes in micro-macro economic variables both in domestic and in global economy, forecast future sales and revenues of the firm, make strategic movements against the marketing strategies of rivals and quickly respond to major economic policy and economic climate changes. In these respects, in this course, we will cover determination of prices, notion of demand and supply, behavior of the firm and household, structure of markets, and economic, socio-political environment, which firms operate in. |
| Dersin Amacı | 1. To understand the concept of **"goals of business firms"** and its consequences. 2. To understand **"supply and demand"** and its graphical presentation. 3. To understand how to estimate, interpret and make use of **"supply and demand functions"** in the decision making process. 4. To understand different **"microeconomics and quantitative economics approaches"** to solving economic problems faced by managers. 5. To understand the concepts of and relationships between **household choices** and **firm choices.** 6. To understand the concept of and relationship between **"production process, costs"** and **"profits"** in the short and long run. 7. To understand the concept and the structure of different types of **"markets".** 8. To understand the concept of **"economic, political, and social environment of business firms"**. |
| Dersin Süresi | 1 Yarıyıl (4 saat) |
| Eğitim Dili | İngilizce |
| Ön Koşul | YOK |
| Önerilen Kaynaklar | James R. McGuigan, R. Charles Moyer, Frederic H. DeB. Harris, Managerial Economics: Applications, Strategy and Tactics, eleventh Edition (South Western-Thomson Learning, 2002). |