

**Description of Course Unit**

Course unit title	Managerial Economics
Course unit code	EI19221
Type of course unit (compulsory, optional)	Compulsory
Level	Bachelor of Economics (B.Ec)
Semester	4
Number of credits	3
Name of lecturer(s)	1. Prof. Dr. Lilies Setiartiti, (setiartiti.lilies1267@gmail.com) 2. Ecky Imamul Muttaqin, S.E., M.A. (ecky.imamul@umy.ac.id)
Learning outcomes of the course unit	1. CLO-1 Students are able to understand and explain the meaning, scope and problems in managerial economics. 2. CLO-2 Students are able to provide a complete theme in making managerial decisions. 3. CLO-3 Students are able to provide managerial tools that can be used in making managerial decisions. 4. CLO-4 Students are able to show how managerial decisions work in the real world.
Mode of delivery (face-to-face, distance learning)	Face-to-face and blended learning
Prerequisites and co-requisites	Compulsory courses from semester 1-5
Course content	This course emphasizes an understanding of theories, concepts, techniques, and assumptions related to managerial economic theory 1. Introduction to lectures, explanation of the syllabus, and perceptions of course material 2. Theory about the introduction of managerial economics 3. Theory about the decision making 4. Theory of demand 5. Theory of consumer behavior 6. Theory of production behavior 7. Theory of market structure 8. Theory of pricing methods in practice 9. Alternative Perspective on problems of decision making
Recommended or required reading and other learning resources/tools	Main: Hirschey, Mark. 2009. Managerial Economics: An Integrative Approach. Cengage Learning Supplementary: Keat, Paul G & Philip K.Y Young. 1996. Managerial Economics. Prentice Hall International



	Salvatore, Dominick. 2006. Ekonomi Manajerial. Salemba Empat
Planned learning activities and teaching methods	Teaching methods: Case study, Presentation, Discussion
Language of instruction	Indonesian and English for International program
Assessment methods and criteria	Assignment, quizzes, Evaluation Course Learning Outcome

GRADE	SCORE (%)	PREDICATE	Description	Conversion Value
A	$80 \geq ..$	Excellence	Achieve learning outcomes with excellence grade	4
AB	$75 \leq AB < 80$	Very Good	Achieve learning outcomes with very good grade	3,5
B	$65 \leq B < 75$	Good	Achieve learning outcomes with good grade	3
BC	$60 \leq BC < 65$	Good Enough	Achieve learning outcomes with good enough grade	2,5
C	$50 \leq C < 60$	Enough	Achieve learning outcomes with enough grade	2
D	$35 \leq D < 50$	Less	Achieve learning outcomes with less grade	1
E	$.. < 35$	Failed	Failure to achieve learning outcomes	0