



**THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT**  
**COURSE UNIT DESCRIPTION**

Course Unit Title	<b>MANAGERIAL ECONOMICS</b>	
Course Unit Code	MA480	
Type of Unit	Core	
Level of Course Unit	First cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	The objective of this course is to provide the skills, knowledge and tools to train the students in the economic way of thinking and to apply economic theory to business domestically and internationally.	
Learning Outcomes	On completion of the course the students are expected to be able to:	
	CILO1	Apply economic principles and tools to business and public policy problems
	CILO2	Estimate and forecast demand for existing and new products and services
	CILO3	Predict the effect of changes in prices, incomes technology and competition on demand and supply of a product and service
	CILO4	Assess the effects of changes in government policies, that is fiscal and monetary policies and their effects on the domestic and global environment
	CILO5	Analyze the market structure of industries.
Name of Lecturer(s)	Dr. Assiotis Andreas	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Introduction & overview 2. Analyzing Economic Problems 3. Demand & Supply Analysis	CILO 1,2
	4. Market Forces: Demand 5. Market Forces: Costs and Supply 6. Market Forces: Competitive Markets 7. Market Forces: Monopoly Pricing and Government Policy	CILO 3,4,5
	8. Revenue Schemes: Price Discrimination 9. Revenue Schemes: Auctions 10. Strategy and Games: Overview	CILO 5,3
	11. Strategy and Games: Price Competition 12. Strategy and Games: Information 13. Strategy and Games: Cooperation 14. Strategy and Games: Product Positioning 15. Strategy and Games: Entry and Exit 16. Strategy and Games: Networks and Standards 17. Summary & Review	CILO 1,5,3
Recommended or required reading	<u>Text books:</u> Mankiw N. (2015). Principles of microeconomics (7 <sup>th</sup> ed.). Stamford, CT : Cengage Learning <u>Further reading:</u> Mankiw, N. (2016). Macroeconomics.(9th ed.). New York, NY : Worth Publ. Parkin, M. (2015). Microeconomics, Global Edition.(12th ed.): United Kingdom. Harlow, Pearson Education Limited	
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; experimental exercises; team work; video case studies; presentations; peer evaluations.	

Assessment methods and criteria	10% Participation 90% Final exam
Language of Instruction	English
Work Placement(s)	Not applicable