

课程名称：管理经济学

一、课程编码：22-125100-B12-21

课内学时：32 学分：2

二、适用学科专业：工商管理专业硕士

三、先修课程：经济学

四、教学目标

- To provide students with a basic understanding of the economic theory and its role in managerial decision making.
- To provide the theoretical analytical tools that can be used in decision making in .
To have a good understanding of economic concepts and tools that have direct managerial applications
- To sharpen the analytical skills of students through integrating their knowledge of the economic theory with decision making techniques.
- To use the economics models to isolate the relevant elements of a managerial problem, identify the relationships and formulate them into a managerial model associated with their own firm operates.
- A set of useful analytical skills, tools and techniques for analyzing a firm operates and management decision making
- The ability to take a general management perspective in analyzing a particular firm operates
- The ability to build on and integrate ideas, concepts, and theories from relevant courses including microeconomics and statistics.

五、教学方式

lecture; Group case study; Relative practical problems discussion

六、主要内容及学时分配

CH1: The fundamental of managerial economics	2 学时
CH2: Market Forces: Demand and Supply	2 学时
CH3: Quantitative Demand Analysis	3 学时
CH4: The Theory of Individual Behavior	2 学时
CH5: The Production Process and Costs	2 学时
CH6: The Organization of the Firm	2 学时
CH7: The Nature of Industry	2 学时
CH8: Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets	3 学时
CH9: Basic Oligopoly Models	2 学时
CH10: Game Theory: Inside Oligopoly	2 学时
CH11: Pricing Strategies for Firms with Market Power	2 学时
CH12: The Economics of Information	2 学时
CH13: Advanced Topics in Business Strategy	2 学时
CH14: A Manager's Guide to Government in the Marketplace	2 学时
Final exam	2 学时

七、考核与成绩评定

Final exam (50%); Group presentation (30%); Case analysis (10%);

Participation and discussion (10%)

八、参考书及学生必读参考资料

教材/Text books:

Michael R. Baye, Managerial Economics and Business Strategy, 6e. ©The McGraw-Hill Companies, Inc., 2008

推荐阅读/Readings:

经济研究、管理世界、21 世纪经济报道、经济学家等

American Economic Review, Journal of Political Economics, Journal of Business...

九、大纲撰写人：王怀豫