

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF FINANCE AND BANKİNG  
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BF415	Managerial Economics	Elective	5	No Prerequisite	22.10.2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Erhan Çankal ecankal@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Thursday: 12:30 – 13:30				
<b>Course Content and Objectives</b>	This course introduces fundamental concepts of economic theory and examines the behavior of economic agents. The course material and lectures are designed to help students understand the behaviors of households and firms under various market structures. The basic economic relations among agents will be examined using analytical tools. The analysis should improve students' understanding of rational decision-making in the context of how individuals and businesses operate. Managerial economics deals with the economics of firms and, therefore, can be considered as an applied microeconomics. In managerial economics, applying theory and the tools to apply it are crucial. Managerial economics emphasizes the practical application of these techniques and tools to analyze a firm's behavior more effectively and make informed decisions.				
<b>Textbook(s)</b>	Recommended Textbooks: -Managerial Economics and Strategy, Jeffrey M. Perloff and James A. Brander, Pearson; -Managerial Economics, Edwin Mansfield; -Managerial Economics, Paul G. Keat and Philip K. Y. Young, Prentice Hall; -Managerial Economics, Hirschey.				
<b>Teaching Methods and Techniques</b>	(The teaching methods and techniques used in the course, such as homework, class discussions, and reading materials, should be listed here.)				
<b>Course Learning Outcomes</b>	1	Learning market models and applying various functional forms			
	2	Solving market models to find equilibrium levels of price and quantity			
	3	Examining the situations when the government intervenes in the market			
	4	Analyzing the market under the effects of price floor, price ceiling, and taxes			
	5	Calculating and interpreting elasticity			
	6	Determining pricing strategy under various scenarios			
	7	Understanding consumer behavior and analyzing decisions			
	8	Understanding production theory and business practices			
	9	Differentiating and calculating accounting and economic costs			
	10	Defining and analyzing various market structures			
	11	Pricing decisions under various market structures			
<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
		The course participants should be able to solve market models in different forms and analyze the markets under various circumstances, such as government intervention, tax imposition, and changes in income and preferences. As future managers, the students are also expected to make rational decisions based on available data under various scenarios. They will be able to recognize the market types in which any given firm operates and determine the best possible pricing and output strategies for the firm using the data and their accumulated knowledge throughout the coursework.			

<b>Contribution of the Course to Field Instruction</b>			
<b>Topics Covered in the Course</b>	1. Week	Introduction to Managerial Economics	
	2. Week	Market Models and Equilibrium	
	3. Week	Demand and Supply Analysis	
	4. Week	Market Models and Government Intervention	
	5. Week	Elasticity and Managerial Decisions	
	6. Week	Estimation and Forecasting Techniques	
	7. Week	Consumer Theory	
	8. Week	Midterm Week	
	9. Week	Production Theory and Business Practices	
	10. Week	Accounting Cost and Economic Cost	
	11. Week	Cost Theory and Analysis	
	12. Week	Market Structures	
	13. Week	Perfect Competition and Monopoly	
	14. Week	Monopolistic Competition and Oligopoly	
	15. Week	Pricing under Various Market Structures	
<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	Mid-terms		%
	Quizzes	3	20 %
	Assignments	1	30 %
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	50 %
	<b>Total</b>		<b>100%</b>
<b>Disability Policy</b>	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (<a href="https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html">https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html</a>) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>		