

Business Economics I (Spring)

Managerial Economics

Instructor: Prof. Kotaro Tsuru

Required (1st yr.) / Introductory Subjects / 2 credits

The objective of this course is to learn basic microeconomic topics such as demand, supply, and markets in a manner that emphasizes their managerial relevance within today's business environment. Students are required to see a video file every week and submit a report at the end of the course.

Course Plan :

- 1 Introduction
- 2 Selective review of Chapter 2 and 3
- 3 Demand (Chapter 4) pp.120-135
- 4 Demand (Chapter 4) pp.135-146
- 5 Production and Cost (Chapter 5) pp.156-171
- 6 Production and Cost (Chapter 5) pp.171-185
- 7 Review of Chapter 4 and 5
- 8 Market Structure (Chapter 6) pp.193-206
- 9 Market Structure (Chapter 6) pp.206-217
- 10 Pricing with Market Power (Chapter 7) pp.223-239
- 11 Pricing with Market Power (Chapter 7) pp.239-248
- 12 Review of Chapter 6 and 7
- 13 Summary 1
- Other Summary 2

Method of Evaluation :

Report

Textbooks :

J. Brickley, C. Smith and J. Zimmerman, Managerial Economics and Organizational Architecture, Sixth Edition, McGraw-Hill International Edition, 2016

Lecturer's Comments to Students :

You will find information on the URLs of BOX files that contain video files and other class materials in the class site of keio.jp at the beginning of the term.