COURSE OUTLINE MANAGERIAL ECONOMICS - ECO221

(1) GENERAL

SCHOOL	Economics and Political Sciences		
ACADEMIC UNIT	Economics		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	ECO221	**SEMESTER**	3-4th
COURSE TITLE	**Managerial Economics**		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	
Tutorial	3	
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	General Background, Skills Development – Introductory course of Sector IV – Economics and Business Administration and Finance.
PREREQUISITE COURSES:	No
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	http://eclass.uoa.gr/courses/ECON172/

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Managerial Economics applies theory and methods to business, finance and administrative decision making. Because it uses the tools and techniques of analysis to solve managerial problems, managerial economics links traditional economics with finance and the decision sciences to develop vital tools for managerial decision making.

The value of managerial economics can be appreciated by examining its prescriptive and descriptive components. Managerial economics prescribes rules for improving managerial and finance decisions. It tells managers how things should be done to achieve organizational objectives efficiently. Managerial economics also helps managers to recognize how economic forces affect organizations and describes the economic and financial consequences of managerial behavior.

The course Managerial Economics is the introductory course of Sector IV – Economics and Business Administration – Finance.

Its purpose is to provide students with an overview of topics covered by other courses in the sector and to teach the use of basic principles and tools of economic and financial analysis and management, as these should be applied by businesses and organizations.
In addition, the course aims to develop students' critical understanding of issues within the field of finance that are connected to changes in economic and social life, the economic environment, and technological developments on a global scale.

Upon successful completion of the course, the student will be able to:

- Understand and apply fundamental concepts of economics and business management in decision-making contexts.
- Analyze the structure and functions of financial markets and institutions.
- Interpret and use financial statements for managerial and financial decision making.
- Prepare and evaluate cash flow projections and understand the role of taxation in business planning.
- Apply the concept of the time value of money to assess investment and financing decisions.
- Evaluate the impact of interest rates and macroeconomic factors on business and financial strategy.
- Understand the relationship between risk and return and incorporate risk management techniques in business decisions.
- Analyze, value, and compare fixed-income securities (bonds) and equities (stocks).
- Integrate economic theory and quantitative tools to support sound managerial and financial judgments.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
Adapting to new situations	*Respect for difference and multiculturalism*
Decision-making	*Respect for the natural environment*
Working independently	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Team work	*Criticism and self-criticism*
Working in an international environment	*Production of free, creative and inductive thinking*
Working in an interdisciplinary environment	*……*
Production of new research ideas	*Others…*
	…….

Search for, analysis and synthesis of data and information
Decision-making

(3) SYLLABUS

- An Overview of Financial Management
- Financial Markets and Institutions
- Financial Statements, Cash Flow, and Taxes - Analysis of Financial Statements
- Time Value of Money
- Interest Rates
- Bonds and Their Valuation
- Risk and Rates of Return
- Stocks and Their Valuation

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	In class
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Presentation of lectures in PowerPoint format

Use of ICT in teaching, laboratory education, communication with students	Support of the learning process through the e-class electronic platform (upload of lectures, notes, exercises, past exam papers, and announcements)
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	see table below
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple-choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written final examination (100%) including: • Theoretical questions (40%) • Problem solving (60%)

Activity	***Semester workload***
Lectures	50
Exercises	50
Independent study	75
Course total	**175**

(5) ATTACHED BIBLIOGRAPHY

- Brigham F. Eugene, Houston F. Joel (2020), Principles of Financial Management, Broken Hill Publishers Ltd.
- Thomadakis S. – Alexakis P. (2006), Business Economics, Stamoulis Publications, Athens.