



# AH2015 Managerial Economics

## 7,5 hp

Managerial Economics

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

### Fastställande

Kursplan för AH2015 gäller från och med HT08

### Betygsskala

A, B, C, D, E, FX, F

### Utbildningsnivå

Avancerad nivå

### Huvudområden

### Särskild behörighet

### Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

### Lärandemål

The student should be able to apply economic principles to decision making within a company. The aim is to provide practical guidance to 1) analyse the production costs, 2) set optimal prices for products, and 3) analyse long-term prospects for specific firms and markets

## Kursinnehåll

This is a course in managerial economics which is tailored to students with an engineering background. The course shows how economic principles can be applied to company decision making. The emphasis is on practical problems that may face anyone in a management position. The three main sections of the course are cost analysis, pricing strategy, and competitive strategy. Cost analysis is necessary to determine the most cost efficient method of production, including which components are better sourced from other companies. An understanding of costs, together with demand conditions, is also important in deciding how products should be priced. In the second part of the course, you will learn how to estimate demand, segment markets, use quality discrimination, and decide volume discounts. In the final part of the course the focus is on long-run aspects of company strategy. Here game theory will provide a framework to understand strategic interaction between firms in markets. The topics that will be covered include barriers to market entry, learning-by-doing, research and development, and sustainable competitive advantage. Syllabus• Identifying and estimating costs relevant for economic decision making• Pricing for firms with market power• Advanced pricing strategies• Price competition

- Competitive strategy
- Industry analysis

## Kurslitteratur

Michael Baye, Managerial Economics and Business Strategy (most recent edition).

## Examination

- INL1 - Assignments, 2,5 hp, betygsskala: A, B, C, D, E, FX, F
- TEN1 - Examination, 5,0 hp, betygsskala: A, B, C, D, E, FX, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

## Övriga krav för slutbetyg

Final exam+individual and group assignments

## Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.

- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.