

Course Title	<b>MANAGERIAL ECONOMICS II</b>			
Course Code	BSM-220			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	2 / Four			
Teacher's Name				
ECTS	5	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	To apply economic and game theory concepts and analytical tools to the strategic management decisions of private firms in a relevant business context			
Learning Outcomes	<p>On completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ understand the role of strategic variables such as prices, quantities and advertising outlays as part of firms' profit maximizing decisions;</li> <li>▪ use analytical tools and game-theoretic solution concepts to recommend an optimal decision to a firm and predict the outcome of its interaction with the competitors;</li> <li>▪ understand how mergers, collusion, entry deterrence and product differentiation can be used by one or more market participants to affect the outcome of a strategic interaction.</li> </ul>			