



A.A. 2021-2022

Denominazione	Managerial Economics
Moduli componenti	
Settore scientifico-disciplinare	SECS-P/01
Anno di corso e semestre di erogazione	2° anno, 3°anno
Lingua di insegnamento	Inglese / Italiano
Carico didattico in crediti formativi universitari	7
Numero di ore di attività didattica assistita	42
Docenti	Responsabile insegnamento: Dominick Salvatore Docenti : Dominick Salvatore 4 CFU Alberto Costantiello 3 CFU
Risultati di apprendimento specifici	<p>The course aims to provide students with notions and analysis tools useful for interpreting the decisions of consumers and businesses, their interactions on the market, the role of public intervention in the economy, and the functioning of aggregate economic systems. Specifically, understanding skills are required relating to:</p> <ul style="list-style-type: none">- Microeconomic analysis and market functioning.- Analysis of the behavior of demand and the functioning of the company in the markets and contexts in which it operates.- Analysis of globalization processes and business theory, the structure and dynamism of the markets, the analysis of tastes and the estimation of market demand- Macroeconomic analysis on the problems of the National and International Economy.- Analysis of issues concerning slow economic growth and high unemployment in advanced economies after the great recession, the profound Economic-Financial crisis <p>At the end of the course the student will be able to independently analyze, interpret and provide evaluations relating to managerial economics processes. Furthermore, through the theoretical notions acquired, the student will be able to express and apply managerial analysis to real cases effectively and with technical language.</p>
Programma	Managerial Economics Managerial Economics course program: Business management in a globalized world and business theory, globalization and managerial theory, demand theory, demand estimation and econometric analysis, market in perfect competition, monopoly



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	and monopolistic competition, oligopoly, game theory. Economic growth, stagnation and analysis of financial crises, analysis of the global, European and Italian economic situation.
Tipologie di attività didattiche previste e relative modalità di svolgimento	The training process includes: - theoretical lessons which have as their object the themes in which the program of the course is divided. Frontal lessons Frontal lesson hours: 42 (Prof. Salvatore 30 hours - Prof. Costantiello 12 hours)
Metodi e criteri di valutazione dell'apprendimento	The verification of the students' preparation will take place with an exam that will cover the whole program. The test will be the same for attending and non-attending students. The exam is written and oral and contribute to the final evaluation. Final test: -The written test, to be completed in 90 minutes, consists of 4 open-ended questions in addition to the representation and comment of the graphs. The questions are mainly aimed at assessing the degree of knowledge of the students on the issues relating to Managerial theory, as well as the degree of understanding and interpretation of the main economic theories. -The oral exam consists of open questions on the entire program of the module, through which students must demonstrate, with analytical skills and independent judgment, to be able to clearly describe the main parts of the managerial economics program
Criteri di misurazione dell'apprendimento e di attribuzione del voto finale	The assessment of learning provides for the attribution of a final grade expressed out of thirty, as the arithmetic average of the assessments achieved in the Microeconomics and Macroeconomics tests. For both tests, the loss of the written test is 40% while the oral test is assigned a weight of 60% of the mark.
Propedeuticità	There are no prerequisites.
Materiale didattico utilizzato e materiale didattico consigliato	Learning support teaching material • Managerial Economics in a Global Economy, Oxford University Press. • Notes and handouts will be provided during the lessons.