# Managerial economics

## Prof. Laura Cavalli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The objectives of the course are twofold: first, providing student with the theoretical background of microeconomic and macroeconomic helpful to understand how fundamental economic perspective can support managerial decision making in local and global competitive and oligopoly markets. Second, introducing participants to key conceptual and practical aspects of sustainable development and the 2030 Agenda, by analysing how macroeconomic and microeconomic determinants should be incorporated in ethical and sustainable decision-making. Both the goals are devoted to create a general understanding of the multidimensional picture a manager faces when he/she defines and executes sustainability priorities in partnership with key stakeholders. To reach this objective, the course emphasizes the adoption of qualitative and quantitative measurement tools.

At the end of the course, students will be able to:

* identify and interpret the theoretical and conceptual foundation of the micro and macro-economic factors affecting managerial decision making in local and global contexts, with an emphasis on sustainable development (knowledge);
* analyze, interpret, and discuss empirical data and information on macro and micro-economic variables belonging to private and public sectors, with an emphasis on sustainability metrics (intellectual skill);
* develop critical decision making by recognizing, assessing, and analyzing macro and micro-economic environments and developing sustainable solutions to business problems (transferable skill).

***COURSE CONTENT***

Module 1

The microeconomic dimension of managerial economics and the importance of data to deal with complexity in a connected word (public and private dimensions, external forces, uncertainty), with a particular focus on quantitative tools to solve the complexity (marginal analysis for optimal decisions, regression techniques useful in competitive markets, game theory useful in oligopoly markets). Sustainability issues embedded in microeconomic determinants of managerial decision making, with an emphasis on the environmental and social choice variables.

Module 2

The macroeconomic dimension of managerial economics, with an emphasis on primary and composite indexes. Sustainability issues embedded in macroeconomic determinants of managerial decision-making (European Green Deal and Cohesion Policy, Sustainable logistics, Sustainable production chains, Sustainable Cities and Communities, Circular Economy).

***READING LIST[[1]](#footnote-1)***

Required readings

Christopher Thomas and S. Charles Maurice (Ed. By), Managerial Economics, 12th edition, chapters 2, 3, 4, 11, 12, 13, 16. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/christopher-r-thomas/managerial-economics-9781260565546-680031.html)

Cavalli, L. et al., Italy after five years from the adoption of the 2030 Agenda: a quantitative review, FEEM report, 2021

Cavalli, L. et al., The Contribution of the European Cohesion Policy to the 2030 Agenda: an Application to the Autonomous Region of Sardinia, FEEM WP 11, 2020

Further required readings will be communicated in Blackboard.

Slides provided during the lectures.

***TEACHING METHOD***

Teaching methods will stimulate students’ participation and active interactions between students, lecturers and experts. Business cases and examples on the field will be frequently discussed. External guests are expected to bring their expertise to the class. Moreover, in the last two lectures, students will present their assignments to the class, promoting peer learning.

***ASSESSMENT METHOD AND CRITERIA***

Students can choose between a multiple assessment route and a single assessment route.

Multiple assessment route

Students are evaluated through an interim written exam (30%), a final written exam (30%), and a group assignment (40%). Each written exam includes 2 open questions and 1 exercise (weights: 10% for each open question and 10% for the exercise). The group assignment is focused on a specific topic provided by the professor and engage students with the opportunity to analyse macro and micro-economic determinants and to develop critical thinking to business problems-cases. The final mark is rounded to the first interger (weighted mean of the single marks repoted for each components). For a PASS in the multiple assessment, the following conditions must be met: (i) the written tests and the group assignment are mandatory; (ii) the grade of each component (written tests and group assignment) must be greater or equal to 18. Students who do not pass the multiple assessment are evaluated according to the dingle assessment. Even though attendance is not mandatory for a PASS in the multiple assessment, it is strongly recommended.

Single assessment route

Students are evaluated through a written exam (60%) and an individual report (40%). Each written exam includes 4 open questions and 2 exercise (weights: 10% for each open question and 10% for the exercise). The individual report is focused on a specific topic provided by the professor and engage students with the opportunity to analyse macro and micro-economic determinants and to develop critical thinking to business problems-cases.

For a PASS in the single assessment, the following conditions must be met: (i) the written exam and the individual report are mandatory; (ii) the grade of each component (written exam and individual report) must be greater or equal to 18. The final mark is rounded to the first interger (weighted mean of the single marks repoted for each components).

Even though attendance is not mandatory for a PASS in the single assessment, it is strongly recommended.

Assessment criteria

The student's preparation is evaluated according to grading scales which are published in Blackboard.

***NOTES AND PREREQUISITES***

*N. ECTS* - 8

Enrollment requirements - Basic knowledge of statistics is required. Students who do not have such knowledge are responsible for acquiring it to the extent necessary during the course.

Language of instruction - English

Attendance – Even though attendance is not mandatory, it is strongly recommended.

International dimension – International teaching materials as well international reference are used throughout the course.

Business connections - The course makes extensive use of contemporary examples. Business cases will also be supported by guest speakers from companies.

Professional context - In professional life, having a balanced understanding of the complex macroeconomic and microeconomic determinant affecting management decision is fundamental. Dealing with the sustainable dimensions of economic change, becoming an expert in sustainable issues as well as in business and knowing how to link the two spheres is fundamental to create future managers able to strike a balance between profitability, social equity and environmental responsibility.

Further information – Additional information regarding the course schedule and delivery, learning assessment, expectation and policies, general announcements, and additional course materials will be posted on Blackboard.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)