

**SEMESTER LEARNING PLAN (SLP)**

**MANAGERIAL ECONOMICS**




**Lecturer:**

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**ECONOMIC EDUCATION STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS EDUCATION  
INDONESIA UNIVERSITY OF EDUCATION  
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	<b>MANAGERIAL ECONOMICS</b>	Revision :
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<b>SEMESTER LEARNING PLAN</b>		
<b>1. Course Identity</b>		
Study Program	:	Pendidikan Ekonomi
Course	:	Managerial Economics
Course Code	:	PE 426
Course Group	:	Study Program-Based Elective Professional Courses
Course Credit	:	3
Program Degree	:	Undergraduate (S-1)
Semester	:	7
Prerequisite	:	Economic Mathematics, Statistics
Course Status (Compulsory/ Elective)	:	Elective
Lecturer Name and Code	:	Prof.Dr. Eeng Ahman, MS. (1051) Yana Rohmana, S.Pd., M.Si. (2305)

## **2. Courses Description**

Managerial Economics is an elective course for undergraduate students (S-1) of the Economics Education Study Program of Faculty of Economics and Business Education (abbreviated as FPEB) UPI. This course is designed to provide students with an understanding of the application of economic theory and decision analysis tools to discuss how an organization can achieve its goals in the most efficient way. Economic theory and quantitative methods are applied in managerial decisions, including pricing, production, and profit maximization. More specifically. After attending this course, students are expected to understand consumer behavior and demand theory, producer behavior and supply theory, market structure, and practices in price policy. Learning is conducted using a problem-based learning approach and training methods (drill). The assessment aspect consists of an assessment carried out during the learning process, consisting of student activity and completion of exercises from the case studies provided. Assessment of learning outcomes is carried out twice in the middle of the semester and at the end of the semester, using written test techniques and essay test instruments. The final grade of this course is assigned using Assessment of Benchmark Reference Type.

## **3. Referred Study Program Learning Achievement**

- S1 Exhibit scientific, educative, and religious attitude and behaviour, which contributes to the improvement of social, national, and state lives founded on academical norms and ethics.
- P1 Command the pedagogical concepts to implement economic learning.
- P2 Command economic theoretical concepts which support economic learning.
- KK1 Able to plan, manage, and evaluate economic learning innovatively based on scholarly and pedagogical concepts of economics, by making use of various learning resources, science and technology.

## **4. Course Learning Achievement**

- P1.1 Possess pedagogical knowledge to conduct Managerial Economy learning.
- P2.1 Develop a comprehensive understanding of economic theory and its application to managerial decisions
- P2.2 Develop skills in the use of quantitative methods for managerial decision analysis.
- P2.3 Develop conceptual instruments for managerial decision making in the areas of production, pricing, profit maximization, demand forecasting and market analysis.
- KK1.1

Applying logical, critical, systematic, and innovative thinking in the context of the development or implementation of managerial economics.

## 5. Learning Plan Description

Week	Course Learning Achievement	Learning Materials	Teaching/Learning Activities	Duration	Assessment	Reference
1	S1.1; KU1; KU2 Study orientation	<ol style="list-style-type: none"> <li>1. Course descriptions</li> <li>2. Semester Learning Plan</li> <li>3. Rules of study</li> <li>4. Ethics of study</li> </ol>	<p>Synchronous</p> <ul style="list-style-type: none"> <li>▪ Virtual Meeting via zoom</li> <li>▪ Students and lecturers are going to explore course descriptions, semester learning plan, rules and ethics of study, by online/offline learning.</li> <li>▪ Lecturer shares SLP with students as learning guidelines</li> <li>▪ Students are requested to make a Whatsapp Group</li> </ul> <p>Asynchronous Self-study via videos uploaded on Y. ROHMANA channel or <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="http://www.spada.upi.edu">www.spada.upi.edu</a></p>	3 x 50 minute	<ul style="list-style-type: none"> <li>▪ Summarize the material for this meeting</li> <li>▪ Write differential formulas with examples</li> <li>▪ Assign task from Student Worksheet Task 1, to be submitted on <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or Google.Classroom</li> </ul>	6,7,8
	<ul style="list-style-type: none"> <li>▪ Explain the meaning of managerial economics</li> <li>▪ Explain the scope of managerial economics</li> </ul>	Definition and scope of managerial economics				
2	Describes New Optimization techniques and Management Tools, including:	New optimization techniques and management tools	Asynchronous Self-study via videos uploaded on Y. ROHMANA channel or	3 x 50 minute	Give assignments from Student Worksheet Chapter 1 part 2 and submitted at	6,7,8

Week	Course Learning Achievement	Learning Materials	Teaching/Learning Activities	Duration	Assessment	Reference
	<ul style="list-style-type: none"> <li>▪ Methods of describing economic relations Total, average, and marginal relationship</li> <li>▪ Optimization analysis Differential calculus: Derivatives and rules of differentiation</li> <li>▪ Optimization with calculus Multivariate optimization</li> <li>▪ Constrained optimization New management tools for optimization</li> </ul>		<a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="http://www.spada.upi.edu">www.spada.upi.edu</a>		<a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or google.classroom	
3	<ul style="list-style-type: none"> <li>▪ Understand the meaning and role of demand</li> <li>▪ Create a request function Application of the concept of demand and its estimation</li> </ul>	Demand theory and estimation	Asynchronous Self-study via videos uploaded on Y. ROHMANA channel or <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="http://www.spada.upi.edu">www.spada.upi.edu</a>	3 x 50 minute	Give assignments from Student Worksheet Chapter 2 part 1 and submitted at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or google.classroom	6,7,8
4	<ul style="list-style-type: none"> <li>▪ Understand the meaning of supply and the factors that influence it</li> <li>▪ Create an offer function Application of the concept of bidding and its estimation</li> </ul>	Supply theory and estimation	Synchronous <ul style="list-style-type: none"> <li>▪ Virtual Meeting via zoom</li> <li>▪ Lectures and discussions examining the concept of supply theory</li> <li>▪ Practicing supply and demand estimation</li> <li>▪ Discuss together the exercises from the Student Worksheet (LKM)</li> <li>▪ Providing follow-up activities</li> </ul>	3 x 50 minute	Give assignments from Student Worksheet Chapter 2 part 2 and submitted at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or google.classroom	6,7,8

Week	Course Learning Achievement	Learning Materials	Teaching/Learning Activities	Duration	Assessment	Reference
			(tasks)  Asynchronous Self-study via videos uploaded on Y. ROHMANA channel or <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="http://www.spada.upi.edu">www.spada.upi.edu</a>			
5	<ul style="list-style-type: none"> <li>▪ Define and formulate price elasticity of demand</li> <li>▪ Define and formulate the elasticity of demand for income</li> <li>▪ Define and formulate cross elasticity of demand</li> <li>▪ Using elasticity in managerial decision making</li> </ul>	Elasticity and applicability	Asynchronous Self study on learning videos on channel Y. ROHMANA and PPT uploaded on SPOT.UPI.EDU · Self study on suggested references	3 x 50 minute	Give assignments from Student Worksheet 3 and submit them at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://classroom.google.com/">google.classroom</a>	6,7,8
6, 7	<ul style="list-style-type: none"> <li>▪ Identify the total utility function and marginal utility Describe the characteristics, curves, and equations of indifference curves and consumer budget constraints Identification of determining consumer utility maximization mathematical approach</li> </ul>	Basic concepts of consumer behavior and estimation	Synchronous <ul style="list-style-type: none"> <li>▪ Virtual Meeting via zoom</li> <li>▪ Examine the marginal utility approach and the indifference approach</li> <li>▪ Practicing the determination of consumer utility maximization mathematical approach</li> <li>▪ Discuss together the exercises from the Student Worksheet (LKM)</li> </ul>	6 x 50 minute	Give assignments from Student Worksheet 4 and submit them at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://classroom.google.com/">google.classroom</a>	6,7,8

Week	Course Learning Achievement	Learning Materials	Teaching/Learning Activities	Duration	Assessment	Reference
			<ul style="list-style-type: none"> <li>▪ Providing follow-up activities (tasks)</li> </ul> <p>Asynchronous</p> <ul style="list-style-type: none"> <li>▪ Self study on learning videos on channel Y. ROHMANA and PPT uploaded on SPOT.UPI.EDU</li> <li>▪ Self study on recommended references</li> </ul>			
8	<b>MIDTERM EXAMS</b>					
9, 10	<ul style="list-style-type: none"> <li>▪ Understand production organization and production function</li> <li>▪ Formulate a production function with one and two variable inputs</li> <li>▪ Explain the optimal use of variable inputs (optimization)</li> <li>▪ Distinguishing different types of production scale</li> </ul>	Production theory and estimation	<p>Synchronous</p> <ul style="list-style-type: none"> <li>▪ Virtual Meeting via zoom</li> <li>▪ Examine the concepts and theories of when producers achieve the best efficiency (optimum production)</li> <li>▪ Practicing mathematical determination regarding when the producer reaches the best efficiency (optimum production)</li> <li>▪ Discuss together the exercises from the Student Worksheet (LKM)</li> <li>▪ Providing follow-up activities (tasks)</li> </ul> <p>Asynchronous</p> <p>Self study on recommended references</p>	6 x 50 minute	Give assignments from Student Worksheet 5 and submit them at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://classroom.google.com">google.classroom</a>	6,7,8

Week	Course Learning Achievement	Learning Materials	Teaching/Learning Activities	Duration	Assessment	Reference
11	<ul style="list-style-type: none"> <li>▪ Describe the characteristics of costs</li> <li>▪ Distinguish the various short-run cost functions</li> <li>▪ Create short and long run cost curves</li> <li>▪ Identify plant size and economies of scale</li> </ul> <p>Empirical estimation of the cost function</p>	Cost theory and estimation	<p>Asynchronous</p> <ul style="list-style-type: none"> <li>▪ Self study on learning videos on channel Y. ROHMANA and PPT uploaded on SPOT.UPI.EDU Related characteristics, equations, cost curves in the short and long term</li> <li>▪ Self study practicing mathematically applicable questions related to minimizing production costs and determining economies of scale</li> <li>▪ Providing follow-up activities (tasks)</li> </ul>	3 x 50 minute	Give assignments from Student Worksheet 6 and submit them at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://www.google.com/classroom">google.classroom</a>	6,7,8
12, 13	<ul style="list-style-type: none"> <li>▪ Distinguish between the structure of a perfectly competitive market and an imperfect competition market</li> <li>▪ Formulate formulas for determining profit maximization in various types of markets, both perfectly competitive markets and imperfect competition markets</li> </ul>	Market structure: perfect competition, monopoly and monopolistic competition	<p>Synchronous</p> <ul style="list-style-type: none"> <li>▪ Virtual Meeting via zoom</li> <li>▪ Formulate the determination of profit maximization in perfect competition, monopoly, and monopolistic competition markets</li> <li>▪ Practice mathematically applicable problems related to profit maximization in perfect competition, monopoly, and monopolistic competition markets</li> <li>▪ Discuss the exercises from the Student Worksheet (LKM)</li> </ul>	6 x 50 menit	Give assignments from Student Worksheet 7 (a and b) and submit them at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://www.google.com/classroom">google.classroom</a>	6,7,8



Week	Course Learning Achievement	Learning Materials	Teaching/Learning Activities	Duration	Assessment	Reference
			Asynchronous Self study on learning videos on channel Y. ROHMANA and PPT uploaded on SPOT.UPI.EDU Providing follow-up activities (tasks)			
14	<ul style="list-style-type: none"> <li>▪ Explain the form of the Cournot model oligopoly</li> <li>▪ Explain the oligopoly form of the broken demand model</li> <li>▪ Explain the form of cartel model oligopoly</li> <li>▪ Explain the oligopoly form of the price leadership model</li> <li>▪ Understand the maximize sales model</li> </ul>	Oligopoly and strategic behavior	Asynchronous <ul style="list-style-type: none"> <li>▪ Self study on learning videos on channel Y. ROHMANA and or PPT uploaded on SPOT.UPI.EDU Related to the study of Oligopoly and strategic behavior</li> <li>▪ Self study on suggested references</li> <li>▪ Providing follow-up activities (tasks)</li> </ul>	3 x 50 minute	Give assignments from Student Worksheet 8 and submit them at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://classroom.google.com/">google.classroom</a>	6,7,8
15	<ul style="list-style-type: none"> <li>▪ Explain multi-product pricing</li> <li>▪ Differentiating the types of price discriminationExplaining transfer pricing</li> <li>▪ Pricing practices (cost-plus pricing, optimal markup, incremental analysis)</li> </ul>	Pricing practice	Asynchronous Self study on learning videos on channel Y. ROHMANA or PPT uploaded on SPOT.UPI.EDU	3 x 50 menit	Give assignments from Student Worksheet 9 and submitted at <a href="http://www.spot.upi.edu">www.spot.upi.edu</a> or <a href="https://classroom.google.com/">google.classroom</a>	6,7,8
16	<b>FINAL EXAMS</b>					

## 6. References

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4. Vincent Gasperrz. 2005. *Ekonomi Manajerial Pembuatan Keputusan Bisnis*. Jakarta. Gramedia Pustaka utama
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