UCL Université de Louvain MECHC1305 2012-2013 Economie managériale

7.0 credits

45.0 h

Language : Français Place of the course Charleroi Prerequisites : MGA4D1325 'Management mathematics Main themes : — Performanetatic — Construction: — Preformanetatic — Construction: — Preformanetatic — Construction: — Preformanetatic — Preformanetatic — Preformanetatic — Preformanetatic — Preformanetatic — Preformanetatic — Preformanetation: — Countrol operation: — Preformanetation: — Operation: — Operation: = <t< th=""><th>Teacher(s) :</th><th>Gilson Nathalie ;</th></t<>	Teacher(s) :	Gilson Nathalie ;
Prorequisites : MARAD1325 ' Management mathematics Main themes : ···· Perfect markets Consumer choice, damand and elasticity, production decision and supply, law of supply and demand, market equilibrium and economic efficiency, ···· ···· Tachnologies and cost minimization Profect markets ···· Protocolicito function, average and marginal income, returns to scale, short and long-term cost minimization, flued and variable costs, total, average and marginal costs, scontomics of scale. ··· // Advance of) market forces and price-quantity decision Total, average and marginal revenue, profit maximisation, marginal and average conditions, elasticity and margin. Pricing and market segmentation, two-part pricing and related sales, aggregation of demand and groups sales. ··· Advertising Optimal absertation generation. ··· Origopolistic competition and agreement ··· ··· Counced duopoly and beat response, Stackaberg quantity leadership and the advantage of initiative. Bertrand price war, collusion, coordination and initiamisation ··· Other topics, chosen by the beacher ··· ··· ··· Theorologies and cost minimisation Prociec, dimarket lequilibrium and economic efficiency, ··· ··· ··· ··· ··· ··· ·	Language :	Français
If the equation is in the equation of the equation equation of the equation of the equation of	Place of the course	Charleroi
Perfect markets Consumer choice, demand and elasticity, production decision and supply, law of supply and demand, market equilibrium and economic efficiency.	Prerequisites :	MQAHD1325 ' Management mathematics
Aims : On completion of this course, students will be able: to master the fundamental economic concepts and how they interrelate; to understand the principles of economic reasoning;		Consumer choice, demand and elasticity, production decision and supply, law of supply and demand, market equilibrium and economic efficiency. Technologies and cost minimisation Production function, average and marginal income, returns to scale, short and long-term cost minimisation, fixed and variable costs, total, average and marginal revenue, profit maximisation, marginal and average conditions, elasticity and margin. Adventising Optimal advertising expenditure: the Dorfman-Steiner model. Guint of the production function, average approach, succeeding and the advantage of initiative, Bertrand price war, collusion, coordination and incidement. Finde discrimination Pricing and market segmentation, two-part pricing and related sales, aggregation of demand and groups sales. Adventising Optimal advertising expenditure: the Dorfman-Steiner model. Cournot duopoly and best response, Stackelberg quantity leadership and the advantage of initiative, Bertrand price war, collusion, coordination and incitement to cheat. Consumer choice, demand and elasticity, production decision and supply, law of supply and demand, market equilibrium and economic efficiency. Currot duopoly and best response, Stackelberg quantity leadership and the advantage of initiative, Bertrand price war, collusion, coordination and incitement to cheat. Consumer choice, demand and elasticity, production decision and supply, law of supply and demand, market equilibrium and economic efficiency. Currot duopoles and cost minimisation Production function, average and marginal income, returns to scale, short and long-term cost minimisation, fixed and variable costs, total, average and marginal income, returns to scale, short and long-term cost minimisation, fixed and variable costs, total, average and marginal income, returns to scale, short and long-term cost minimisation, fixed and variable costs, total, average and marginal provemue, profit maximisation, marginal and average conditions, elasticity and margin. Currot duopoly and best response, St
	Aims :	On completion of this course, students will be able: to master the fundamental economic concepts and how they interrelate; to understand the principles of economic reasoning;

Université Catholique de Louvain - COURSES DESCRIPTION FOR 2012-2013 - MECHC1305

	The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".
Evaluation methods :	Written examination
Teaching methods :	 Lectures Practical exercises.
Bibliography :	 MANSFIELD E. (2002), Economie managériale. Théorie et applications, De Boeck, adaptation of MANSFIELD E, ALLEN W.B. DOHERTY N. (2005), Managerial Economics, 4th ed., Norton. PINDYCK R., RUBINFELD D., SOLLOGOUB, M. (2005), Microéconomie, Pearson Education, adaptation of PINDYCK R., RUBINFELE D. (2004), Microeconomics, 6th ed., Prentice Hall. STIGLITZ J., WALSH C. and LAFFAY JD. (2007), Principes de l'économie moderne, 3rd ed., De Boeck, adaptation of STIGLITZ J., WALSH C. (2006), Economics, 4th ed., Norton.
Cycle and year of study :	> Preparatory year for Master in Management (shift schedule)
Faculty or entity in charge:	BLSM