UCL Université catholique de Louvain

MECHD1305

2015-2016

Economie managériale

6.0 credits	45.0 h + 10.0 h	1q

Teacher(s) :	Scarmure Patrick ;
Language :	Français
Place of the course	Mons
Main themes :	-- Perfect markets 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 costs, economies of scale. -- (Absence of) market forces and price-quantity decision Total, average and marginal revenue, profit maximisation, marginal and average conditions, elasticity and margin. -- Price discrimination Pricing and market segmentation, two-part pricing and related sales, aggregation of demand and groups sales. -- Advertising Optimal advertising expenditure: the Dorfman-Steiner model. -- Oligopolistic competition and agreement Cournot duopoly and best response, Stackelberg quantity leadership and the advantage of initiative, Bertrand price war, collusion, coordination and incitement to cheat. -- Other topics, chosen by the teacher -- Theory of consumer choice, market failures, vertical relationships, aspects of gaming theory.
Aims :	-- Perfect markets 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 costs, economies of scale. -- (Absence of) market forces and price-quantity decision Total, average and marginal revenue, profit maximisation, marginal and average conditions, elasticity and margin. -- Price discrimination Pricing and market segmentation, two-part pricing and related sales, aggregation of demand and groups sales. -- Advertising Optimal advertising expenditure: the Dorfman-Steiner model. -- Oligopolistic competition and agreement Cournot duopoly and best response, Stackelberg quantity leadership and the advantage of initiative, Bertrand price war, collusion, coordination and incitement to cheat. -- Other topics, chosen by the teacher -- Theory of consumer choice, market failures, vertical relationships, aspects of gaming theory. *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., RUBINFELD D. (2004), Microeconomics, 6th ed., Prentice Hall. -- ' STIGLITZ J., WALSH C. and LAFFAY J.-D. (2007), Principes de l'économie moderne, 3rd ed., De Boeck, adaptation of STIGLITZ J., WALSH C. (2006), Economics, 4th ed., Norton.
Faculty or entity in charge:	BLSM