



جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan

كلية الأعمال  
Faculty of Business

"الريادة والأبداع في الأعمال"

"Entrepreneurship and Innovation  
in Business"

"عراقة وجودة"  
"Tradition and Quality"

Detailed Course Description - Course Plan Development and Updating Procedures/ Banking and Finance Department	QF05/0408-3.0E
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Faculty	business	Department	Banking and Finance
Course number		Course title	Managerial economic
Number of credit hours		Pre-requisite/co-requisite	microeconomic

**Decision making techniques in the uncertainty environment (econometrics), risk management decisions (benefit analysis), equivalence analysis, price conversion, information and knowledge economics.**

	Course goals and learning outcomes
<b>Goal 1</b>	The first objective is how to employ and understand economic terms and concepts to manage business decisions
Learning outcomes	1.1 Knowledge of the most important concepts related to the Managerial economic 1.2 Knowledge of the types of institutions and challenges facing them
<b>Goal 2</b>	The second objective is how to employ and understand the quantitative analysis of business decisions
Learning outcomes	2.1 Provide the student with the ability to understand decision-making tools in the establishment 2.2 Increase the student's ability to analyze the results of decisions
<b>Goal 3</b>	The third objective is to introduce the student to understand the role of the administrative economy in the establishment
Learning outcomes	3.1 The student's knowledge of the importance of Managerial economic 3.2 Knowledge of the relationship of the Managerial economic with other sciences
<b>Goal 4</b>	The fourth objective is to introduce students to understanding the economic fundamentals of evaluation and selecting alternatives.
Learning outcomes	4.1 Students' knowledge of the most important economic bases in decision making
<b>Goal 5</b>	The fifth objective is to introduce the student to the decision making goals within the establishment
Learning outcomes	5.1 Student Knowledge of Profit Theory 5.2 Student knowledge of alternatives to profit theories
<b>Goal 6</b>	The sixth objective is to introduce the student to decision making in an environment of certainty, uncertainty and risk.
Learning	6.1 Know the basics of decision making in the environment of certainty



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outcomes	6.2 Knowledge of the student quantitative and qualitative methods used in decision-making in the environment of uncertainty 6.3 Know the student's decision making in the context of risk
<b>Goal 7</b>	Seventh Objective: To introduce the student to the policy of pricing and price conversion
Learning outcomes	7.1 Students' knowledge of the concept of pricing 7.2 Know the student about the factors that affect the pricing policy within the establishment
<b>Textbook</b>	1.- Mark Hirschey, "Managerial Economics", rev, ed. 2000, The Dryden Press 2.- " Managerial Economics", d. Abdulhafeez Belarabi and Dr. Walid Seifou, National Publishing & Distribution, Amman - Jordan, (2007)
<b>Supplementary references</b>	

Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
<b>01</b>	1 1 1	introductory course: - Definition and definition of the field of the Managerial economy. - Definition of the establishment and its objectives and types. - Definition of resolutions and their types	4 – 1 12 – 5	
<b>02</b>	1 1 1	Alternatives to profit theories: - Profit theories - Information economics and the surroundings of the establishment. - Alternatives to profit theories - Baumol model. - Penrose model. -		
<b>03</b>	1 1 1	Optimization techniques: - Methodology of the administrative economy. The optimal unrestricted solution	45 – 22	
<b>04</b>	1 1 1	1 - Knowledge decisions on one variable. - Knowledge decisions on more than one variable.	45 – 22	
<b>05</b>	1 1 1	1 Lagrange Method: - The best restrictive solution.	77 – 69	



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06	1 1 1	Linear programming: - Definition of linear programming method. - Uses of linear programming. - Linear programming steps. First exam = 20%	367 – 364	
07	1 1 1	Linear programming techniques: - Maximize the target function. - Find the lowest cost. - The bilateral problem	367 – 364	
08	1 1 1	Risk-taking decisions: - Definition of risk. Risk measurement.	607 – 594	
09	1 1 1	Risk-making techniques: Expected value / variance / coefficient of change.	607 – 594	
10	1 1 1	Advanced Techniques: Expected utility theory. Decisions surrounding the full competition and risk.	607 – 594	
11	1 1 1	Decisions in uncertainty: - Definition of uncertain circumstance. - Determination of the demand function. Second exam = 20%	197 – 169	
12	1 1 1	partial analysis	458 – 444	
13	1 1 1	Pricing policy and price conversion	529 – 497	
14	1 1 1	General Establishment Decisions Production theory: - Concept of production theory - Production function - Maximizing the production function	739 – 715	
15	1 1 1	Cost estimate and management: - Types of costs - Cost estimate	739 – 715	
16	1 1 1	Market full competition: - Competition environment - Characteristics of the full competition market	739 – 715	



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		- Maximizing profit in the full competition market - Balance in the market of full competition Final exam = 50%		
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<b>Theoretical course evaluation methods and weight</b>	Participation = 10% First exam 20% Second exam 20% Final exam 50%	<b>Practical (clinical) course evaluation methods</b>	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
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<b>Approved by head of department</b>		<b>Date of approval</b>	
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Extra information (to be updated every semester by corresponding faculty member)

<b>Name of teacher</b>		Office Number	
Phone number (extension)		Email	<a href="mailto:@zug.edu.jo">@zug.edu.jo</a>
Office hours			