



"الريادة والأبداع في الأعمال"

"Entrepreneurship and Innovation  
in Business"



جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan

كلية الأعمال  
Faculty of Business

"عراقة وجودة"  
"Tradition and Quality"

|  |                 |
|--|-----------------|
| Detailed Course Description - Course Plan Development and Updating Procedures/<br>Banking and Finance Department | QF05/0408-3.0 E |
|--|-----------------|

|                        |          |                            |                     |
|------------------------|----------|----------------------------|---------------------|
| 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<br>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<br>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<br>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<br>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<br>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<br>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<br>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<br>1<br>1     | introductory course:<br>- Definition and definition of the field of the Managerial economy.<br>- Definition of the establishment and its objectives and types.<br>- Definition of resolutions and their types | 4 – 1<br>12 – 5  |       |
| <b>02</b>       | 1<br>1<br>1     | Alternatives to profit theories:<br>- Profit theories<br>- Information economics and the surrounding s of the establishment.<br>- Alternatives to profit theories<br>- Baumol model.<br>- Penrose model. -    |                  |       |
| <b>03</b>       | 1<br>1<br>1     | Optimization techniques:<br>- Methodology of the administrative economy.<br>The optimal unrestricted solution   | 45 – 22          |       |
| <b>04</b>       | 1<br>1<br>1     | 1 - Knowledge decisions on one variable.<br>- Knowledge decisions on more than one variable.  | 45 – 22          |       |
| <b>05</b>       | 1<br>1<br>1     | 1 Lagrange Method:<br>- The best restrictive solution.  | 77 – 69          |       |



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| Detailed Course Description | - Course Plan       | Development and Updating Procedures | / | QF 05/0 408-3.0 E |
|                             | Banking and Finance | Department                          |   |                   |

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



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|  |  | - Maximizing profit in the full competition market<br>- Balance in the market of full competition<br>Final exam = 50% |  |  |
|--|--|---|--|--|

|   |   |   |  |
|---|---|---|--|
| <b>Theoretical course<br/>evaluation methods<br/>and weight</b> | Participa tion = 10%<br>First exam 20%<br>Second exam 20%<br>Final exam 50% | <b>Practical (clinical)<br/>course evaluation<br/>methods</b> | Semester students'<br>work = 50%<br>(Reports , research,<br>quizzes, etc.)<br>Final exam = 50% |
|---|---|---|--|

|                                   |  |                  |  |
|-----------------------------------|--|------------------|--|
| Approved by head of<br>department |  | Date of approval |  |
|-----------------------------------|--|------------------|--|

Extra in formation (to be updated every semester by corresponding faculty member)

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