**UNIVERSITAS KOMPUTER INDONESIA**

**PROGRAM PASCASARJANA**

**MAGISTER MANAGEMENT OF INFORMATION TECHNOLOGY**



**SILABI PERKULIAHAN**

1. **Mata Kuliah (SKS) :** Ekonomi Manajerial (EM) 3 SKS
2. **Angkatan / Kelas :** I I/ 2010-2011
3. **Dosen :** 1. Dr. Nury Effendi, MA (NE)

2. Dr. Herman S. MBA (HS)

1. **Referensi**
2. Salvatore, Dominick, 2009, ***“Managerial Economics in a Global Ecnomy”, 6th ed***, Thompson
3. Baye, Michael, 2009, ***“Managerial Economics & Business Strategy”, 6th*** ed, Mc Graw Hill

1. **Jadwal dan Topik**

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| **Sesi** | **Tanggal /****Waktu** | **Dosen** | **Topik / Materi** | **Referensi** |
| 1 | Senin, 24-05-1016.30 – 19.00 | **HS** | The Fundamental of ManagerialEconomicsThe Nature and Scope of Managerial Economics | Baye Ch.1DSch Ch. 1 |
| 2 | Senin, 31-05-1016.30 – 19.00 | **HS** | Fundamental Economics ConceptsMarket Forces : Demand & Supply.Optimization Techniques and New Management Tools | Baye Ch.2DSch Ch.2 |
| 3 | Senin, 07-06-1016.30 – 19.00 | **HS** | Quantitative Demand Analysis Demand Theory  | Baye Ch.3DSch Ch.3 |
| 4 | Senin, 14-06-1016.30 – 19.00 | **HS** | The Theory of Individual Behavior Demand Estimation | Baye Ch.4Dsch Ch.4 |

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| 5 | Senin, 21-06-1016.30 – 19.00 | **HS** | Demand ForecastingBusiness and Economic Forecasting | DSch Ch.5 |
| 6 | Senin, 28-06-1016.30 – 19.00 | **HS** | The Production Process and CostsProduction Theory and Estimation | Baye Ch. 5DSch Ch.6 |
| 7 | Senin, 05-07-1016.30 – 19.00 | **HS** | Cost Theory and Estimation | DSch Ch.7 |
| 8 | Senin, 12-07-1016.30 – 19.00 | **HS** | **MID – TERM EXAM** |  |
| 9 | Senin, 26-07-1016.30 – 19.00 | **NE** | Managing in Competitive Monopolistic and MonopolisticallyCompetitive Markets |  |
| 10 | Senin, 02-08-1016.30 – 19.00 | **NE** | Basic Oligopoly Models |  |
| 11 | Senin, 09-08-1016.30 – 19.00 | **NE** | Game Theory : Inside Oligopoly |  |
| 12 | Senin, 16-08-1016.30 – 19.00 | **NE** | Pricing Strategies For Firm With Market Power |  |
| 13 | Senin, 23-08-1016.30 – 19.00 | **NE** | The Economics of Information |  |
| 14 | Senin, 30-08-1016.30 – 19.00 | **NE** | Government Regulation |  |
| 15 | Senin, 20-08-1016.30 – 19.00 | **NE** | Long Term Investment Decision and Risk Management |  |
| 16 | Senin, 27-08-1016.30 – 19.00 | **NE** | **FINAL EXAM** |  |

1. **Evaluasi**
2. Nilai partisipasi dan diskusi pada setiap perkuliahan
3. Ujian terdiri : Ujian Tengah Semester (UTS) dan Ujian Akhir Semester (UAS). Sifat ujian adalah salah satu atau kombinasi Closed Book, Open Book dan Take Home Test.
4. Nilai Tugas/ Makalah
5. Bobot Penilaian untuk tengah trimester:
* Absensi 10%
* Tugas 15%
* UTS 85%

Bandung, 25 Mei 2010