



Subject Module  
 Department of Agribusiness  
 Faculty of Agriculture  
 University of Islam Malang

## Module Handbook

<b>Module Title</b>	Managerial Economics
<b>Module Level, if available</b>	Undergraduate Study Program of Agribusiness
<b>Course Code</b>	MKW 60725
<b>Headings, if available</b>	-
<b>Course (MK)</b>	Managerial Economics
<b>Semester</b>	6
<b>Course Coordinator</b>	Titis Surya Maha Rianti, SP., MP.
<b>Teaching Team</b>	Titis Surya Maha Rianti, SP., MP. Dr. Ir. Nikmatul Khoiriyah, MP.
<b>Language of instruction</b>	Indonesian language/English
<b>Linkages with the Curriculum</b>	Study Program : Agribusiness Specialization: Agribusiness Type: Compulsory/elective
<b>Learning Methods and Duration</b>	<ol style="list-style-type: none"> <li>1. Lecture: 100 minutes/meeting (14 meetings)</li> <li>2. Research Based Learning through practicum analysis software: 170 minutes/meeting (8 meetings)</li> <li>3. Structured Assignments/individual and group Assignments presentation</li> </ol>
<b>Student Study Load</b>	<ol style="list-style-type: none"> <li>1. Lecture: 100 minutes/meeting (14 meetings)</li> <li>2. Practicum: 170 minutes/meeting (8 meetings)</li> <li>3. Structured Assignments/quiz/group presentation</li> <li>4. Attendance: 75% of total attendance</li> </ol>
<b>Credit Weight</b>	3 credits or 5.1 ECTS
<b>Requirements for Passing the Course</b>	<ul style="list-style-type: none"> <li>• Attendance <math>\geq 75\%</math></li> <li>• The final score of all the components of the learning evaluation <math>\geq 50</math></li> </ul> <p>The final score component:</p> <ul style="list-style-type: none"> <li>• 20% Midterm Exam</li> <li>• 20% Final Exam</li> <li>• 30% Practicum</li> <li>• 20% Structured Assignments (individual and group)</li> <li>• 10% Presence</li> </ul>
<b>Prerequisite Courses</b>	Micro Economics
<b>Learning Outcomes</b>	<p>The expected learning outcomes are:</p> <ol style="list-style-type: none"> <li>1. Understanding the rules scientific principles agribusiness, social sciences, economics, and agricultural techniques as the basic for innovative agribusiness disciplines (ILO 2)</li> <li>2. An ability to apply a variety of fundamentally oriented methods to solve specific practical problem related to agribusiness (ILO 5)</li> <li>3. An ability to evaluate projects in accordance with the techniques, methods, constrains, and interpret data and then conclude (ILO 6)</li> </ol>

	<p>4. An ability to work efficiently, independently and teams work using a variety of methods to communicate effectively with in the scientific community and society (ILO 9)</p>
<p><b>Learning Content</b></p>	<p>After completing this course students are able to:</p> <ol style="list-style-type: none"> <li>1. Able to examine the meaning and scope of managerial economics and be able to apply the theory to evaluate the company's economic optimization</li> <li>2. Able to evaluate consumer theory in economics and analyze how the market demand for the company</li> <li>3. Able to evaluate the optimization of production and production costs of the company</li> <li>4. Able to determine market structure and understand pricing rules</li> <li>5. Able to evaluate the efficiency level of a company</li> </ol> <p>The topics include:</p> <ol style="list-style-type: none"> <li><b>1. Introduction</b> <ul style="list-style-type: none"> <li>• Understanding managerial economics</li> <li>• The scope of managerial economics</li> <li>• Company theory</li> </ul> </li> <li><b>2. Economic Optimization</b> <ul style="list-style-type: none"> <li>• Maximization of company value</li> <li>• Relationship between total, average and marginal scores</li> <li>• Rules of degeneration</li> <li>• Use of derivatives in economic theory</li> </ul> </li> <li><b>3. Consumer behavior</b> <ul style="list-style-type: none"> <li>• Utility approach</li> <li>• Indifference curve approach</li> <li>• Budget line</li> <li>• Consumer balance</li> </ul> </li> <li><b>4. Demand theory</b> <ul style="list-style-type: none"> <li>• Market Demand</li> <li>• Decline in the Demand Curve (Marshallian and Hicksian)</li> <li>• Elasticity (price, income and cross)</li> </ul> </li> <li><b>5. Production Theory</b> <ul style="list-style-type: none"> <li>• Production system mechanism</li> <li>• Production function</li> <li>• Optimal production</li> <li>• Return to scale</li> </ul> </li> <li><b>6. Cost Theory</b> <ul style="list-style-type: none"> <li>• Cost concept</li> <li>• Short-term and long-term costs</li> <li>• The relationship between production costs and the production function</li> </ul> </li> <li><b>7. Market structure and prices</b> <ul style="list-style-type: none"> <li>• Determinants of market structure</li> <li>• Perfectly competitive market</li> <li>• Imperfectly competitive market (monopoly, oligopoly, and monopolistic)</li> </ul> </li> <li><b>8. Pricing in practice</b> <ul style="list-style-type: none"> <li>• Markup pricing</li> <li>• Pricing in an established market</li> <li>• Pricing in oligopoly markets</li> </ul> </li> <li><b>9. Efficiency measurement</b> <ul style="list-style-type: none"> <li>• Types of company efficiency</li> <li>• Measurement of production efficiency and input efficiency</li> <li>• Efficiency analysis with parametric approach (Stochastic frontier analysis)</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>• Efficiency analysis with a non-parametric approach (data envelopment analysis)</li> </ul>
<b>Test Terms and Forms</b>	<p>Examination requirements: A minimum of 75 % attendance to attend the final exam</p> <p>Forms of examination: Essay</p>
<b>Learning Media</b>	Projector and screen, Zoom application, Google Classroom, e-book, WA Group, Practical guide book, data analysis with front 41 and DEAP software
<b>References</b>	<p><b>Main References :</b></p> <ol style="list-style-type: none"> <li>1. Lincolin Arsyad. 2008. Ekonomi Manajerial: Ekonomi Mikro Terapan untuk Manajemen Bisnis (Edisi 4). Yogyakarta: BPFE UGM.</li> <li>2. Dumairy. 1992. Matematika Terapan untuk Bisnis dan Ekonomi. Yogyakarta: BPFE UGM.</li> <li>3. Cooper W., Seiford W.M &amp; Tone K. 2007. Data Envelopment Analysis: A Comprehensive Text with Models, Applications and References and DEA-Solver Software. New York: Springer Science-Business Media.</li> <li>4. Varian Hal R. Intermediate Microeconomics: A Modern Approach. W.W Norton % Company. New York – London.</li> </ol> <p><b>Supporting References:</b></p> <ol style="list-style-type: none"> <li>1. Priyagus. 2016. Fungsi Permintaan Marshallian. Jurnal Forum Ekonomi Vol. 17 No. 2 hal. 59-66</li> </ol>