PMB514 경영경제학 (Principles of Economics)

2016 가을학기

인영환 (Younghwan In)

Introduction

Economics provides a useful way of thinking for managers. This business-oriented economics course stresses the application of microeconomic theory in managerial decision making. We will use a combination of tables, figures, and simple mathematics. Students are expected and encouraged to participate actively and interrupt to ask questions in classes.

Textbook

Bernheim, B. D., & Whinston, M. D. (2014). **미시경제학** (2nd ed.)
(강태훈 등 공역). 서울: 맥그로힐에듀케이션코리아. (원서출판 2013).
(ISBN: 979-11-5615-989-6)

Topics

0. 도입: 공급과 수요 Introduction: Supply and Demand (Ch. 2)

I. 소비결정 Consumption Decisions

1. 소비자 선호 Consumer preferences (Ch. 4)
2. 예산제약, 선택 그리고 수요 Constraints, choices, and demand (Ch. 5)
3. 수요와 후생 Demand and welfare (Ch. 6)
4. 위험과 관련된 의사결정 Choices involving risk (Ch. 11)
5. 행동경제학 Behavioral economics (Ch. 13.1-2)

II. 생산의 의사결정 Production Decisions

6. 기술과 생산 Technology and production (Ch. 7)
7. 비용 Cost (Ch. 8)

8. 이윤 극대화 Profit maximization (Ch. 9)

III. 시장 Markets

9. 경쟁균형과 효율성 Competitive equilibrium and efficiency (Ch. 14)
10. 시장 개입 Market interventions (Ch. 15)
11. 독점이론 Monopoly (Ch. 17)
12. 가격결정과 판매전략 Pricing policies (Ch. 18)
13. 전략적 선택 (게임이론) Choices involving strategy (game theory) (Ch. 12, 13.5)
14. 과점이론 Oligopoly (Ch. 19)
15. 외부성과 공공재 Externalities and public goods (Ch. 20)
16. 정보의 비대칭 Asymmetric information (Ch. 21)

Schedule: 7:00-9:50pm Thursdays

Assessment

- Midterm examination (40%)
- Final examination (40%)
- Assignments & class participation (20%)

Contact Information

- Office: S214
- Email: cyin@business.kaist.ac.kr
- Telephone: 3314

Teaching Assistant: 최민철 **(**Mincheol Choi, cmc5411@business.kaist.ac.kr)