

Course title	Managerial and Environmental Economics			
Course code	GTS1701			
Course type	Special Background/Skills Development/Core course			
Level	Master (Level 7)			
Year / Semester	1 st / 1 st			
ECTS	10	Lectures / week	6 in total (distance learning)	Laboratories / week -
Course purpose and objectives	<p>The purpose of the "Managerial and Environmental Economics" course is to equip students with advanced theoretical knowledge and practical tools to address complex economic and managerial challenges within organizations and the environment. The course integrates principles of managerial decision-making with an in-depth understanding of environmental economics, enabling students to develop sustainable business strategies, assess environmental policies, and manage resources effectively in a rapidly evolving global economy.</p> <p>Specifically, the objectives of the course are the following:</p> <p>Objective 1: To apply Decision-Making Frameworks in business and economic analysis</p> <p>Objective 2: To evaluate Market Structures and their impact on business strategy and pricing</p> <p>Objective 3: To develop and utilize Demand Estimation and Forecasting techniques for strategic decision-making</p> <p>Objective 4: To conduct Cost-Benefit Analysis for optimizing resource allocation and profitability</p> <p>Objective 5: To apply Game Theory in competitive and cooperative business scenarios</p> <p>Objective 6: To assess the economic implications of Sustainability Policies and Regulations</p> <p>Objective 7: To identify and address Market Failures and Externalities for improved social and environmental outcomes</p> <p>Objective 8: To apply Valuation Methods for assessing the economic value of Environmental Goods</p> <p>Objective 9: To integrate Corporate Social Responsibility (CSR) into business strategies</p> <p>Objective 10: To evaluate Green Innovation and Economic Incentives for sustainable business practices</p>			

<p>Learning outcomes</p>	<p>After completing this module, the student should be able to:</p> <ol style="list-style-type: none"> 1. Apply microeconomic principles to analyze and make informed managerial decisions, leveraging decision-making frameworks to optimize business operations. 2. Evaluate market structures (e.g., perfect competition, monopoly, oligopoly) and their influence on business strategies, pricing, and competitive advantage. 3. Develop and interpret demand models to guide production planning, pricing strategies, and investment decisions, incorporating forecasting techniques. 4. Analyze cost structures and perform cost-benefit analyses to optimize resource allocation, enhance profitability, and support sustainable growth. 5. Employ game-theoretic models to develop competitive and cooperative strategies in diverse business scenarios, fostering innovation and resilience. 6. Assess the economic implications of environmental policies and regulations on businesses and society, proposing strategies for sustainable adaptation. 7. Identify and address market failures, such as externalities and public goods, by developing solutions to improve environmental and social outcomes. 8. Apply valuation tools (e.g., contingent valuation, cost-benefit analysis) to assess the economic value of environmental resources and guide decision-making. 9. Integrate environmental ethics and sustainability principles into corporate strategies, enhancing corporate social responsibility (CSR) and stakeholder engagement. 10. Evaluate economic incentives and barriers to green innovation and propose strategies to adopt environmentally sustainable technologies and practices. 		
<p>Prerequisites</p>	<p>None</p>	<p>Required</p>	<p>-</p>
<p>Course content</p>	<p>The content of the course is as follows:</p> <ul style="list-style-type: none"> • Introduction to Managerial and Environmental Economics • Microeconomic Foundations for Management • Environmental Economics and Policy 		

	<ul style="list-style-type: none"> • Decision-Making Under Uncertainty • Sustainable Business Practices • Quantitative and Analytical Tools • Global Environmental Challenges and Business Responses • Economics of Innovation and Green Technology • Policy and Institutional Frameworks • Capstone Project or Case Study Analysis
<p>Teaching methodology</p>	<p>The integration of Microsoft Teams and Moodle in our distance learning programs ensures a robust and interactive learning environment that meets the needs of modern learners. Microsoft Teams facilitates real-time communication through live sessions, screen sharing, and collaborative tools such as whiteboards and breakout rooms, enhancing student engagement and fostering dynamic discussions. Meanwhile, Moodle serves as a comprehensive Learning Management System, offering structured access to course materials, assessments, and discussion forums. This combination of synchronous and asynchronous tools supports effective teaching and learning, enabling flexibility, accessibility, and high-quality education delivery. Our approach aligns with global standards for online learning, emphasizing both technological innovation and pedagogical excellence.</p>
<p>Language</p>	<p>English</p>