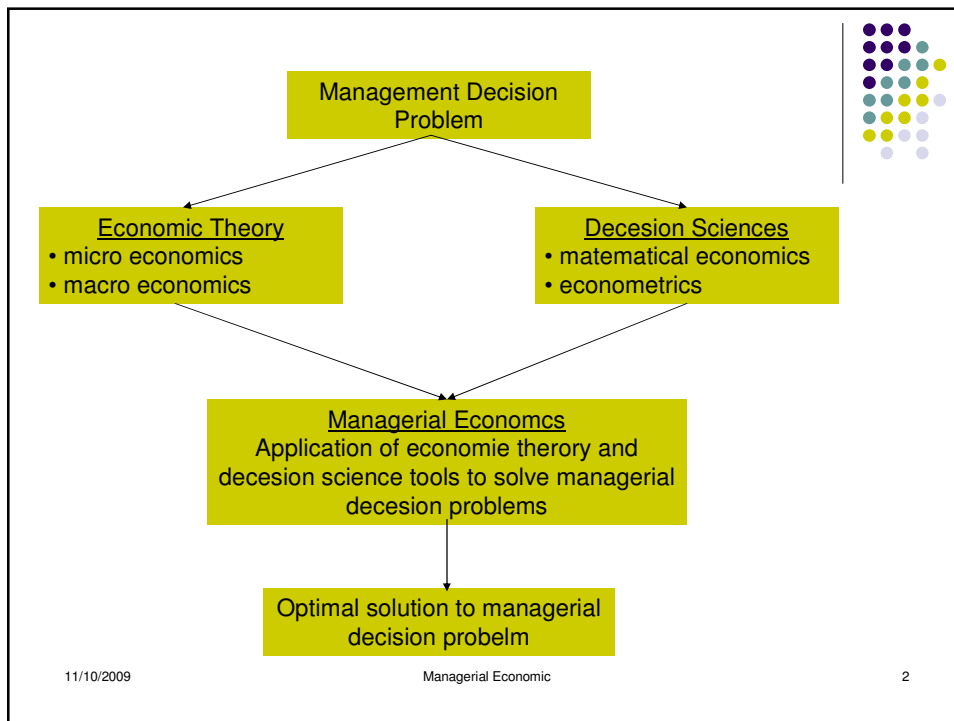


The Nature and Scope of Managerial Economics



Dr. Mohammad Abdul Mukhyi, SE., MM



11/10/2009

Managerial Economic

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Definisi:

Managerial economic refers to the application of economic theory and the tools of analysis of decision science to examine how an organization can achieve its aims or objectives most efficiently.

The scope of managerial economics:

- Economic sciences
- Decision sciences
- other science having an effect on to decision making.

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Relationship to economic theory

1. Micro economic
2. Macro economic

Penekanan:

1. Normative economic
2. Positif economic

Relationship to the decision sciences

Ilmu ekonomi memberikan kerangka teoritis pengambilan keputusan manajerial untuk membentuk model-model keputusan, menganalisis pengaruh serangkaian tindakan alternatif dsan mengevaluasi hasil-hasil yang diperoleh.

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Relationship to the functional areas of business Administration studies.



Bidang Fungsional	Akuntansi, keuangan, pemasaran, personalia, produksi
Bidang alat	Akuntansi, sistem informasi manajemen, ekonomi manajerial, perilaku organisasi, metode kuantitatif, riset operasional, statistik, matematik.
Bidang khusus	Perbankan, asuransi, bisnis internasional, regulasi
Mata kuliah terpadu	Kebijakan perusahaan, ekonomi manajerial

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The Theory of The Firm



Model dasar perusahaan bisnis \Rightarrow teori perusahaan
 Tujuan : memaksimalkan kekayaan atau nilai perusahaan (nilai sekarang = PV).

$$PV = \frac{\pi_1}{(1+i)^1} + \frac{\pi_2}{(1+i)^2} + \dots + \frac{\pi_n}{(1+i)^n}$$

$$PV = \sum_{t=1}^n \frac{\pi_t}{(1+i)^t}$$

$$\text{Nilai} = \sum_{t=1}^n \frac{TR_t - TC_t}{(1+i)^t}$$

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Constraint on the operation of the firm



Constraint :

1. Sumberdaya
2. Kuantitas dan kualitas output
3. Hukum

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Laba Bisnis VS Laba Ekonomi



Laba = $TR - TC$ → laba bisnis

Laba adalah kelebihan dari laba bisnis atas tingkat pengembalian normal dari kekayaan modal yang diinvestasikan dalam suatu perusahaan → laba ekonomis

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