



LINCOLN UNIVERSITY

BA 301 – Managerial Economics

Spring 2016 Course Syllabus

Credit: 3 units = 45 lecture hours
Class Hours: Thursday, 9:00 – 11:45 AM
Instructor: Gary L. Mingle, CPA, DBA
Contact: gmingle@lincolnuca.edu

Text: Managerial Economics and Organizational Architecture, 6th Edition (2015), by James Brickley. ISBN-10: 0073523143, ISBN-13: 978-0073523149. Please purchase a connect card as the homework assignments including quizzes and test will be completed electronically. The web site for the class is as follows: <http://connect.mheducation.com/class/g-mingle-cpa-ba-301-section-ii>

CATALOG COURSE DESCRIPTION

The course covers basic economic relationships, demand and supply analysis, forecasting, production and cost theories, market structures and models, pricing practices, capital budgeting and governmental regulations. (3 units) Prerequisite: MATH 10

COURSE DESCRIPTION

Managerial Economics is concerned with the application of economic principles and methodologies to key management decisions within organizations. It provides principles to foster the goals of the organization, as well as a better understanding of the external business environment in which an organization operates. Managerial Economics is fundamentally a unique way of thinking about problems, issues and decisions that managers face in each of the functional areas of the organization as well as the strategic ones faced by general managers.

COURSE OBJECTIVES

On successful completion of this course, the student will have an understanding of:

- supply and demand analysis
- the theory of the firm
- perfect competition and monopoly models
- oligopolistic decision making
- game theory
- uncertainty and asymmetric information
- capital investment
- government policies towards externalities, regulation and competition policy
- macroeconomics, and aggregate supply and demand
- macroeconomic policies
- international trade and exchange rates
- think in the terms of a professional economist
- appraise economic articles in a serious newspaper such as the Financial Times, Economist

Outline for Introduction to Managerial Economics

Week	Chapter Number	Topic	Home Work
1	1	Intro Business Economics	Assigned
2	2	Economist's View	Assigned
3	3	Exchange & Markets	Assigned
4	4	Demand Curve	Assigned
5	5	Production & Cost	Assigned
6	6	Market Structures	Assigned
7	7	Pricing & Market Power	Assigned
8	8	Economics of Strategy	Assigned
9	9	Game Theory	Assigned
10	18	Corporate Governance	Assigned
11	21	Understanding Business Environment	Assigned
12	21	Understanding Business Environment	Assigned
13	22	Ethics &Organizational	Assigned
14	22	Ethics &Organizational	Assigned
15	Catch up	Review Chapter	Review Assigned

Grades Determinations

Points

		Chapters
Test 1	100	1,2,3,4
Test 2	100	5,6,7,8,9
Test 3	100	18,21,22
Quizzes	50	
HW	50	
Self	50	
Group	50	
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	500	
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A	90%
B	80%
C	70%
D	60%

METHODOLOGY

Lecture method is used in combination with the case studies to provide a rich learning experience for the student. The course requires the practical use of a calculator, a computer, and the Internet to solve managerial accounting problems. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity. Reading, writing, and problem solving assignments will be made throughout the course.

COMMENTS

- If you miss a class, you are responsible for the material covered.
- Cellular phones must be turned off or the ringing mode silenced.
- Do not hesitate to ask questions or make comments.

Syllabus Updated: January 15, 2016