



# BA 301 – Managerial Economics

## COURSE SYLLABUS

### SPRING 2024

**Professor:** Prof. Themis D. Pantos, Ph.D.,  
**Lecture Schedule:** Thursday, 3:30 – 6:15 PM  
**Credits:** 3 units (45 lecture hours)  
**Level:** Mastery 1 (M1)  
**Office Hours:** Monday, 11:00 AM – 2:30 PM  
Additional office hours by appointment.  
**Email:** [tpantos@lincolnuca.edu](mailto:tpantos@lincolnuca.edu)  
**Phone:** (510) 628-8013

**Textbook:** **Course Lecture Notes:**  
Themis D. Pantos (2023).  
A Problem-Solving Approach to Managerial Economics,  
Lincoln University, Oakland, California.

**Recommended Textbook:**

James R. McGuigan, R. Charles Moyer and Frederick H. Harris (2017).  
Managerial Economics, Applications, Strategy and Tactics,  
14th edition, Cengage Learning, ISBN: 978-1-305-50638-1

**Last Revision:** January 15, 2024

**CATALOG 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)

**COURSE OBJECTIVES:**

- Students to understand the concept, goal, scope, and fundamentals of managerial economics.
- Students to understand the extent of managerial economics in the global economy environment.
- Students to understand the application of managerial economics in real business environment.
- Students to understand the advanced approaches and the trends in microeconomic analysis for decision making.
- Students to understand the specifics of global environment and its impact on management.

**ATTENDANCE:**

BA 301 is a direct classroom instruction course. The students are expected to attend each class session. If you cannot attend class due to a valid reason, please notify the instructor prior to the class.

**EXAMS:**

Assignments, midterm, and final examinations consist of theoretical and empirical questions and are structured in the form of written essays or analytical solutions that provide concise answers to mathematical problems. Each exam would include four questions. The essays must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required. The exams are neither “open book” nor “open notes.” The final exam is comprehensive. Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the Dean of Business Studies.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

**GRADING:**

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam. The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent
Assignments and Quizzes	Every week	20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	50%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for other activities.

**NO MAKE-UP WORK:**

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final examinations cannot be made up if missed unless there is a documented emergency.

**CHEATING AND PLAGIARISM:**

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following:

- (a) plagiarism;
- (b) copying or attempting to copy from others during an examination or on an assignment;
- (c) communicating test information with another person during an examination;

- (d) allowing others to do an assignment or portion of an assignment;  
 (e) using a commercial term paper service.

Cheating or plagiarism will result in zero points and letter grade F for an assignment, project, or exam and a report of the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

**COURSE SCHEDULE:**

Lectures		Topic	Chapters	
#	Week		Notes	Textbook
1	Week 1	Introduction and Goals of the Firm		Ch. 1
2	Week 2	Fundamentals of Economic Concepts and Elasticities	Notes	Ch. 2
3	Week 3	Demand, Supply, and Forecasting		Ch. 3
4	Week 4	Time Value of Money, Capital Budgeting	Notes	Ch. 4
5	Week 5	Risk Assessment and Decision-Making Procedures	Notes	Ch. 4A
6	Week 6	Managing the Global Economy and Foreign Exchange Rates	Notes	Ch. 5, 6
7	Week 7	Production and Cost Theory Analysis	Notes	Ch. 7, 8
8	Week 8	MIDTERM EXAMINATION		Ch. 1-8
9	Week 9	Game Theory and Pricing Strategies and Tactics	Notes	Ch. 10
10	Week 10	Monopoly, Oligopoly and Dominant Firms	Notes	Ch 11,12
11	Week 11	Contracting and Agency Theory	Notes	Ch. 14,15
12	Week 12	Adverse Selection and Moral Hazard	Notes	Ch. 15
13	Week 13	Asymmetric Information and Entry Deterrence	Notes	Ch. 16, 17
14	Week 14	Auctions, Bargaining, Government Regulation, and the Concept of Market Failure	Notes	Ch. 13
15	Week 15	Comprehensive Final Examination		Ch. 1-17

**OTHER COMMENTS:**

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- Use of cellular phones is prohibited during class or exams. Cellular phones must be turned off or silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course Outcome</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment</b>
1	Students are expected to develop familiarity with the major principles of Managerial Economics	PLO 1	ILO 1b, ILO 2b	Assignments, Quizzes, Midterm/Final Examinations
2	Students are expected to solve problems related to managerial economics	PLO 2	ILO 1b, ILO 2b, ILO 4b	Assignments, Quizzes, Midterm/Final Examinations
3	Students are expected to be able to identify problems and find solutions	PLO 4	ILO 4b, ILO 5b, ILO 6b	Assignments, Quizzes, Midterm/Final Examinations
4	Students are expected to learn how to make ethical judgment related to economics decisions	PLO 6	ILO 3b	Assignments, Quizzes, Midterm/Final Examinations

**MODIFICATION OF THE SYLLABUS:**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.