



# LINCOLN UNIVERSITY

## BA 306 - Managerial Economics

### COURSE SYLLABUS

Department of Business and Economics

Fall, 2009

- Lecture Schedule:** Thursday, 9:00 AM – 11:45 AM  
**Credit:** 3 units  
**Instructor:** Prof. Sergey Aityan, DSc, PhD  
**Office Hours:** Monday, 3:45 PM – 5:00 PM  
Tuesday, 1:30 PM – 4:00 PM  
Thursday, 3:45 PM – 5:00 PM  
Students are advised to schedule appointments on the appointment list on the board at the professor's office that will ensure exact appointment time without waiting.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016
- Textbook:**
- 1. Main Textbook:**  
Managerial Economics, Fourth Edition, by H. Craig Petersen and W. Chris Lewis, Prentice Hall, Upper Saddle River, New Jersey 07458. ISBN-0-13-976283-3.
  - 2. Course lecture notes:**  
Sergey Aityan, "Managerial Economics," the online course notes on <http://elearning.lincolnuca.edu>.
- Last Revision:** August 10, 2009

### CATALOG DESCRIPTION

The course covers the following topics: basic economic relationships, risk analysis, demand analysis, forecasting, production, cost theory, market structures, 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.

### **PROCEDURES AND METHODOLOGY**

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

### **COURSE PROJECT**

Every student must complete and submit a business plan

### **REQUIREMENTS**

Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing and “business case study” assignments will be made throughout the course. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due. Plagiarism will result in the grade “F” and a report to the administration.

### **ATTENDANCE**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

### **EXAMS**

Both, midterm and final exams are structured as written essay to answer to the given questions. The essay must be written 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.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are neither “open book” nor “open notes.”

### **GRADING**

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	30%
Mid-term exam	Second part of March	35%
Final exam	Last week of the course	35%

### **SCORING**

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+

73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
0-59	F

### COURSE SCHEDULE

Lectures	Topic	Chapters
1	About the Course Fundamentals of Managerial Economics	Ch. 1
2	(a) Basic Mathematics and its Application in Economics (b) Future and Present Value of Money	Ch. 2 Ch. 3
3	(a) Probabilities for Risk Assessment (b) Risk Assessment and Decision Making	Ch. 4 Ch. 5
4	Risk Preference in Decision Making	Ch. 6
5	Demand Theory and Analysis	Ch. 7
6	Demand Estimation and Forecasting	Ch. 8
7	(a) Review (b) Midterm Exam	Ch. 1-8
8	Production Theory and Analysis	Ch. 9
9	Cost Theory and Analysis	Ch. 10
10	Optimization with Linear Programming	Ch. 11
11	Perfect Competition and Monopoly	Ch. 12
12	(a) Game Theory and Strategic Behavior (b) Monopolistic Competition and Oligopoly	Ch. 13 Ch. 14
13	Locating the Firm	Ch. 15
14	(a) Fuzzy Logic in Economics (b) Production Eras	Ch. 16 Ch. 17
15	(a) Review (b) Comprehensive Final Exam	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.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

### 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.