



Lincoln University

BA 301 – Managerial Economics

COURSE SYLLABUS

Fall 2013

Lecture Schedule: Monday, 12:30 PM – 3:15 PM
Credit: 3 units
Instructor: Prof. Sergey K. Aityan
Office Hours: Monday, 3:30 PM – 4:30 PM
Thursday, 2:15 PM – 3:15 PM
Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.
e-mail: aityan@lincolnuca.edu
☎: (510) 628-8016

Textbook:

- 1. Textbook:**
Christopher Thomas and S. Charles Maurice (2010)
Managerial Economics
McGraw-Hill/Irwin; 10 edition, 768 pages
ISBN-10: 0073375918
ISBN-13: 978-0073375915
*** previous editions of this book are okay too ***

- 2. Online course lecture notes:**
Sergey Aityan, "Managerial Economics," the online lectures at <http://elearning.lincolnuca.edu>.

Last Revision: August 2, 2013

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)

Prerequisite: MATH 10

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.

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 or cheating will result in the grade “F” (with zero points for the activity) 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 the given questions. The essay must be written structurally with a clear and 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 AND SCORING

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	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	66-67	60-66	0-59

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
Quizzes, home tasks, and classroom activities	Every week	30%
Mid-term exam	In the middle of the course	35%
Final exam	Last week of the course	35%

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.

COURSE SCHEDULE

Lectures # Date	Topic	Chapters as in online lectures
1 Aug.26	(a) About the Course (b) Foundations of Managerial Economics	Ch. 1
Sept. 2	Labor Day – No classes	
2 Sep.9	(a) Basic Mathematics for Economics (b) Theory of Value	Ch. 2 Ch. 3
3 Sep 16	(a) Time Value of Money (b) Probabilities for Risk Assessment	Ch. 4 Ch. 5
4 Sep 23	(a) Probabilities for Risk Assessment (Continue) (b) Risk Assessment and Decision Making	Ch. 5 Ch. 6
5 Sep 30	(a) Risk Preferences (b) Demand, Supply, and Market Equilibrium	Ch. 7 Ch. 8
6 Oct 7	(a) Consumer Behavior (b) Demand Estimation and Forecasting	Ch. 9 Ch. 10
7 Oct 14	(a) Production Theory and Analysis (b) Cost Theory and Analysis	Ch. 11 Ch. 12
8 Oct 21	Midterm Exam	Ch. 1-12
9 Oct 28	Optimization with Linear Programming	Ch. 13
10 Nov 4	Markets: Perfect Competition and Monopoly	Ch. 14
Nov 11	Veterans Day – No classes	
11 Nov 18	(a) Game Theory and Strategic Behavior (b) Markets: Monopolistic Competition and Oligopoly	Ch. 15 Ch. 16
12 Nov 25	(a) Pricing Models (b) Capital Budgeting	Ch. 17 Ch. 18
13 Dec 2	(a) Firm Location (b) Review	Ch. 19
14 Dec 9	Comprehensive Final Exam	Ch. 1-19

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 too.
- 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.