

ECON: 3320 – Managerial Economics Spring – 2009

Professor: Dr. Dakshina G. De Silva
Office: Holden Hall 254
Office Hours: T and R 12.30 – 2.00 pm *or* by appointment.
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Course Objectives:

This is a course in the application of microeconomics to business decision-making. Although prior experience with economics is neither presumed nor required, many of the students may have studied some of this material during their first year undergraduate careers. This course covers the broad principles of microeconomics, which underlie and/or affect all business decisions.

Learning Outcomes:

Upon completion of this course I hope that you will understand demand analysis, cost and productions estimation, market structures and estimation of them, pricing strategies, and economics of information.

Text Book:

Michael R. Baye, Managerial Economics & Business Strategy, 6/e.

Exams and Grading Procedure:

There will be two 75 minutes exams during the semester and one comprehensive final examination. The two 75 minutes exams will be given during the regularly schedule class periods (**Feb 12th** and **March 26th**) and will count for 60% of your total grade (30% each exam). The exams will consist of ‘multiple choice’ questions. The comprehensive final will count for 40% of the grade. However, I will give the final exam a weight of 50% (and correspondingly reduce the weight of the midterms) if doing so helps a student’s grade. Letter grades will be assigned according to a percentage scale: 90-100% = A, 80-89% =B, 70-79% = C, 60-69% = D and below 60% = F.

Attendance:

Attendance at the lectures is at your discretion. If you do attend, please be on time. If you miss a lecture(s) it is your responsibility to collect those lecture notes including any handouts and turning in your home work assignments on time.

Make-up Policy:

If you have a legitimate commitment that keeps you from taking the midterm at it scheduled time, please let me know at least one week before the midterm. If you miss the midterm without prior approval, you must submit, in writing, the reason you missed the exam (for an example: a doctor’s note). If you have a University accepted excuse, the weight of the midterm exam will be transferred to the final exam.

Academic Honesty:

I expect that ECO 3320 students will be truthful with me and will not knowingly take any action that violates the Texas Tech University student conduct code.

Wireless Phone Policy:

Wireless phones must be turned off during class time.

Reasonable Accommodation Policy:

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

Course Outline

- 1) Quantitative Demand Analysis
Chapters: 3
- 2) The Theory of Individual Behavior
Chapters: 4
- 3) The Production Process and Costs
Chapters: 5
- 4) The Nature of Industry
Chapters: 7
- 5) Managing in Competitive, Monopoly, and Monopolistically Competitive Markets
Chapter: 8
- 6) Basic Oligopoly Models and Game Theory
Chapters: 9-10
- 7) Pricing Strategies for Firms with Market Power
Chapter: 11
- 8) The Economics of Information
Chapter: 12
- 9) Advance Topics
Chapter: 13
- 10) A Manager’s Guide to Government in the Marketplace

Case Study I

Case Study II

Case Study III

Disclaimer: I reserve the right to make changes to the exam dates and exam format. Any changes will be announced in class.

Final Examination Schedule

Spring – 2009

Examinations will be given in the rooms in which the individual classes have been meeting unless otherwise announced. Saturday classes should test at their regularly scheduled class times. Departments administering departmental exams are responsible for making arrangements for those students who have a conflict in exam time with a regularly scheduled class exam. **Students should check the Final Examination Schedule prior to registration to avoid an inconvenient overload during final exams.** Examination times may not be changed unless approved in advance by the Dean and Provost.

Classes beginning at:	Final examination period will be:
11.00 a.m.	Thursday, April 30 th @ 4:30 – 7:00 p.m.
02.00 p.m.	Friday, May 1 st @ 1:30 – 4.00 p.m.

Last day for student-initiated drop on the Web. — January 23rd.

Last day to drop a course. — March 11th.

A ‘W’ cannot be assigned to a student unless the student has officially withdrawn from the class by withdrawal deadline.