

## ***MANAGERIAL ECONOMICS 3010 SYLLABUS AND COURSE SCHEDULE***

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Office hours: Fall 2004 M noon-1PM; T noon-2PM; W 8-9AM; TR noon-2PM; by appointment

[PDF file of syllabus](#)

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.

**Text and Materials:** Required: *Managerial Economics, Theory, Application and Cases*, 5th addition (NOTE: the text is hyperlinked to student practice quizzes and exercises). Suggested: *Study Guide and Casebook*. Both books are by Professor Edwin Mansfield *et al.*

**Pre-Requisites:** Math 1050, Math 100 or Econ 2500.

**Objective:** Managerial Economics is applied microeconomics. Did you ever wonder how economics could be of any practical use? This class will answer that question. The focus of the class is business and management applications of economics using statistical models. The class will also emphasize the application of spreadsheet models in business.

Specific Learning Objectives:

1. Effectively use information systems and technology.
2. Obtain knowledge of basic business functions.
3. Write with clarity and develop communication skills.
4. Understand ethical roles of business.
5. Develop quantitative skills to perform business analysis.
6. Understand price theory and market dynamics.
7. Understand government role regarding business.
8. Learn basic knowledge of how to manage the resources of an organization to meet goals.

**Grading:** There will be 4 exams. The following general guidelines will be used for grading, but the instructor will assign final grades based upon a flexible curve taking into account attendance, participation, improvement during the term, and completion of homework as well as points. The point totals are approximations and may vary.

	POINTS	GRADE SCALE
3 Midterms	300	90-100% = A

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Final Exam	100	80-89% = B
Quizzes	50	70-79% = C
Homework	300	60-69% = D
TOTAL POINTS	750	< 60% = F

If you have a disability which may impair your ability to successfully complete this course, please let Student Support Services know during the first week of class. Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations, or auxiliary aids will need to contact Student Support Services in Room 205K, Sharwan Smith Center or phone (435) 586-7848. Student Support Services determines eligibility for and authorizes the provision of these services and aids.

**Late assignments/Quizzes:** Late assignments will not be accepted. Students are urged to keep up with the calendar and assignments module to make sure they are keeping up. Pop quizzes will not be made-up (that is why they are called "pop quizzes"). Attendance will not be taken during class, but attendance quizzes (sign-up sheets) and pop quiz scores will be used as a proxy for attendance.

**Exam Make-up:** If you will miss an exam, please contact the instructor ***PRIOR TO THE EXAM*** to arrange a make-up date. Exam make-ups will not be allowed if you do not contact the instructor prior to the exam. Make-ups will not be allowed on take-home exams.

**Academic Integrity:** Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

**Course Schedule:** We will try to follow this schedule as closely as possible during the term; however it may be modified during the term. Specific due dates will be posted on the calendar and on the assignments module. Chapter notes are hyperlinked.

Module	CHAPTER	ASSIGNMENTS
1	<a href="#">chap 1 Introduction,</a>	Outline 1 Intro Quiz 1.1 Oil Market 1.2 PV problem
2	<a href="#">chap 2 Optimization</a> pp. 37-57 (exclude Chain Rule page 57) pp. 58-68 (exclude constrained optimization and Lagrangian Multipliers) pp. 74-76 (Incremental costs and revenues)	2.1 Mansfield chap 2 problems 8, 10, 12 2.2 Spreadsheet Optimization Outline 2
3	<a href="#">chap 3 Demand Theory</a>	3.1 Demand Theory Outline 3
4	<a href="#">chap 5 Estimating Demand Functions.</a>	4.1 Excel Regression Models 4.2 Beef Demand Model Outline 5

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TEST 1	Take home test chapter 1, 2, 3	
5	<a href="#">chap 6 Business and Economic Forecasting</a>	5.1. Beer Industry Employment Forecast 5.2 SUU Forecasting Model Outline 6
6	<a href="#">chap 7 Production Theory</a>	6.1 Ascot Production Function 6.2 Optimal Lot Size Outline 7
TEST 2	Test 2 chapter 5, 6, 7	Students can use chapter outlines on exams
7	<a href="#">chap 8 Technological Change and Innovation</a>	7.1 Baseman Audio Factor Productivity 7.2 Flynn Company Learning Curve Outline 8
8	<a href="#">chap 9 The Analysis of Costs Cost Function Derivation</a>	8.1 SUU Cost Model Outline 9
9	<a href="#">chap 10 Perfect Competition, Monopoly, Monopolistic Competition</a>	9.1 Industry Organization 9.2 I/O Quiz (under quiz module) Outline 10
TEST 3	Test 3 chapter 8, 9 <a href="#">Practice Test 3 Word File</a>	
10	<a href="#">chap 11 Oligopoly</a>	10.1 Oligopoly Outline 11
11	<a href="#">chap 13 Pricing Techniques</a>	11.1 Pricing Problems Outline 13
FINAL TEST	FINAL chap 10, 11, 13	<a href="#">practice test final word file</a>

