

## Managerial Economics

920:160

Spring 2010

Dr. Lisa K. Jepsen

Office: CBB 208

Phone: 273-2592

Office Hours: MW 1:30-2:30 p.m.

Th 1:30-3:30 p.m.

and by appointment

Class times: MWF 11:00-11:50 a.m.

Location: CBB 127

E-mail: [lisa.jepsen@uni.edu](mailto:lisa.jepsen@uni.edu)

Webpage: [www.cba.uni.edu/jepsen](http://www.cba.uni.edu/jepsen)

**Course description:** (see page 308 of 2008-2010 course catalog) *Application of economic theory and methods to business and administrative decision making.*

**Required text:** *The U.S. Brewing Industry: Data and Economic Analysis.* Victor J. Tremblay and Carol Horton Tremblay. Cambridge, MA: The MIT Press, 2005. [T&T]

**Recommended texts:** *Managerial Economics: Theory, Applications, and Cases.* W. Bruce Allen, Neil A. Doherty, Keith Weigelt, and Edwin Mansfield. Sixth edition. New York: W.W. Norton & Company, Inc., 2005. [ME] *A Guide to Everyday Economic Statistics.* Gary E. Clayton and Martin Gerhard Giesbrecht. Sixth Edition. New York: McGraw-Hill Irwin, 2004.

**Pre-requisites:** 920:053, 920:054, and 920:104. Junior standing. I also will assume that you have a thorough knowledge of high school geometry and algebra.

### Evaluation:

<i>Activity</i>	<i>Points</i>	<i>Percent</i>
Quizzes (best 4 of 5)	40	11
Exam I – Consumer Theory	75	21
Exam II – Producer Theory	50	14
Exam III – Market Structure	75	21
Economic Data Assignment		
Part I	10	3
Part II	10	3
Research Project		
Written Report		
Outline	Ungraded	0
Rough Draft	50	14
Final Draft	15	4
Presentation*	25	7
<i>Total</i>	<i>350</i>	<i>100</i>

\*Attendance is required for guest speakers' presentations and student presentations, **especially during the final examination period.** I reserve the right to lower a student's grade if he/she has an unexcused absence during a student or guest speaker's presentation.

**Grades:**

<i>Grade</i>	<i>Minimum Points</i>	<i>Percent</i>
A	326	93
A-	315	90
B+	305	87
B	291	83
B-	280	80
C+	270	77
C	256	73
C-	245	70
D+	235	67
D	221	63
D-	210	60
F	<210	<60

Please note that because UNI offers plus/minus grading, it is very possible to miss the next highest grade by only a few points (even one!). This will happen, so be aware of this possibility. On the positive side, the use of plus/minus grading softens the blow of missing the next highest grade by a few points.

If you want to appeal any grade for any reason, you must contact me no later than one week from the date I post your scores or return your assignment.

**Attendance:** If you miss class, it is your responsibility to obtain the lecture notes from another student and to contact me to obtain any handouts, announcements, and/or other assignments. For obvious reasons, I do not provide students access to my notes.

**ADA Policy:** “The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities. Student requesting instructional accommodations due to disabilities must arrange for such accommodation through the Office of Disability Services. The ODS is located at: 103 Student Health Center, and the phone number is: 273-2676.”

**Academic Learning Center:** UNI’s Academic Learning Center provides free assistance with writing, math, reading, and learning strategies. The Center is located at 008 ITTC. You may obtain more information by calling 273-2361 or visiting <http://www.uni.edu/unialc/>.

**Course Repeat Policy:** Students enrolled in a College of Business Administration (CBA) course at the beginning of the second week of the spring 2010 semester will not be allowed to register again for the same course until the end of the advance registration for fall 2010. Students who wish to re-register for a course may place their name on a waiting list. Registration accommodation will depend on course openings after the completion of fall 2010 advance registration. Summer session is excluded from this policy.

**Cheating:** Cheating on tests, quizzes, papers, or other assignments, including but not limited to the passing of answers, copying, cheat sheets for exams, and **plagiarism on written assignments**, will be dealt with harshly. Punishment will include course failure, UNI expulsion if possible, and execution where appropriate (see Prof. Abraham, department head, for details on methods of execution).

## Outline of Topics – Managerial Microeconomics

### Background

Introduction to Managerial Economics – ME Chapter 1

Optimization Techniques – ME Chapter 2

Introduction – T&T Chapter 1

*Quiz #1*

### Consumer Theory

Demand Theory – ME Chapter 3

Basic Demand – T&T Chapter 2 (section 2.1)

Consumer Behavior and Rational Choice (review of intermediate micro) – ME Chapter 4

Estimating Demand Functions – ME Chapter 5

*Quiz #2*

Business and Economic Forecasting – ME Chapter 6

*Quiz #3*

### **Exam I**

### Producer Theory

Production (review of intermediate micro) – ME Chapter 7

Analysis of Costs – ME Chapter 9

Cost Conditions – T&T Chapter 2 (sections 2.2-2.4)

### **Exam II**

### Market Structure

Industry Concentration – T&T Chapter 3

Perfect Competition – ME Chapter 10

Monopoly and Monopolistic Competition – ME Chapter 11

Oligopoly – ME Chapter 13

Mass-Produced, Domestic, Imports, Product and Brand Proliferation, Strategic Behavior, and Economic Performance – T&T Chapters 4-8

*Quiz #4*

### Other Topics (as time allows)

Game Theory – ME Chapter 14

Risk Analysis – ME Chapter 15

T&T Chapters 9 (Public Policy Issues), 10 (Conclusion)

Why Do Drug Dealers Still Live with their Moms? (Chapter 3) from *Freakonomics*

*Quiz #5*

### **Exam III**

### **Important Dates and Deadlines**

January 15                      Computer lab (CBB 224) time to work on data projects

January 22                      Economic data assignment Part I due at 4 p.m.

February 5                      Economic data assignment Part II due at 4 p.m.

March 26                        Research project outline due at 4 p.m.

April 9                          Research project rough draft due at 4 p.m.

April 30                         Research project final draft due at 4 p.m.

May 4                             Final Exam period: 10:00-11:50 a.m. Attendance is mandatory.

*I reserve the right to change due dates if necessary. Please check my website for any changes.*