

Prepared on 1/15/2015

Economics 4140.002

Managerial Economics

Classroom: Life A419

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Office Hours: Tues & Thurs 3:30 pm-5:30 pm & by appt

Spring 2015

Dr. Michael Nieswiadomy

Class time: Tues-Thurs. 11:00-12:20 p.m.

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Text: Managerial Economics, by Allen, Weigelt, Doherty and Mansfield, 8th ed., Norton, 2013.

This course is designed to show how economics is used in business and government decision making. It integrates microeconomic theory with accounting, finance, marketing and production management. Real world examples will be utilized to demonstrate the theoretical models developed in class. Please read the assigned material before class.

<u>Course Outline</u>		
<u>Assignment</u>	<u>Date</u>	<u>Topic</u>
	Jan. 19	<i>Martin Luther King, Jr. Holiday, UNT closed</i>
Ch. 1	Jan. 20	Intro. to Manager. Economics
Ch. 18	Jan. 22	Optimization Techniques
Ch. 2	Jan. 27 & 29	Demand Theory
Ch. 4	Feb. 3 & 5	Estimating Demand Functions
Appendix B	Feb. 10	Business & Economic Forecasting
Ch. 5	Feb. 12	Production Theory
Appendix A	Feb. 17&19	Technological Change & Industrial Innovation
	Feb. 24	Exam 1
Ch. 6	Feb. 26	The Analysis of Costs
	Mar. 2	<i>Last day to drop a course with a "W" if you are not passing</i>
Ch. 7	Mar. 3 & 5	Perfect Competition
Ch. 8	March 10 & 12	Monopoly & Monopolistic Competition
	March 16-20	<i>Spring Break week – No Class</i>
Ch. 9	March 24 & 26	Managerial Use of Price Discrimination
	March 31	Exam 2
Ch. 10	April 2 & 7	Bundling and Intrafirm Pricing
	April 7	<i>Last day to drop with consent of professor</i>
Ch. 11	April 9 & 14	Oligopoly
Ch. 12	April 16	Game Theory
Ch. 13	April 21	Auctions
	April 23	Handouts on Present Value & Capital Budgeting
Ch. 14	April 28	Risk Analysis
Ch. 15	April 30	Principal-Agent Issues & Managerial Compensation
Ch. 16	May 5 & 7	Adverse Selection

**May 12 (Tuesday) 10:30 a.m. – 12:30 p.m. Final Exam**

### **Homeworks**

You will be assigned periodic homeworks using handouts, Excel computer problems, and the Wall Street Journal. You can get a student discount to the Wall Street Journal by going to <http://wsj.com/studentoffer>

### **Pop quizzes**

Pop quizzes can be given at any time. Always read the lecture material before coming to class.

### **Points**

Exam 1 is worth 25% of your semester grade. Exam 2 is worth 25% of your semester grade. The final (comprehensive) exam is worth 30% of your semester grade. 20% is based on homeworks and on pop quizzes. The grading scale is:

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: below 60%.

### **Grading**

The grading assignment will be as follows:

**A: 90%-100%   B: 80%-89%   C: 70%-79%   D: 60%-69%   F: below 60%**

### ***Attendance Policy***

Attendance at **every** class meeting is essential to understanding the material. Unless you are an exceptionally gifted student, your grade will be positively related to the number of times you attend class. To encourage your attendance, I will give pop quizzes. These pop quizzes will determine if you know the general topics that will be lectured on that day. A few pop quizzes will be dropped. If you miss a quiz you will receive a zero and most likely it will be dropped unless you miss a significantly large number. It is to your advantage to take all of the quizzes so that you will be able to drop your lowest scores.

Also, please note that in accordance with university policy I will give students a WF for non-attendance on March 3, 2015 if a student has missed 50% or more of the scheduled classes.

If a student misses an exam without a university excuse, the student will receive a grade of zero. To the extent possible, please inform me in advance if you must miss an exam.

### ***Cell Phones***

Turn off your cell phone during class. Do not use it during class. I will grant you the same courtesy. It is disrespectful for any student's phone to ring during class. Please be courteous. ☺

## **Cheating and Plagiarism**

The UNT Department of Economics adheres to the University's Policy on Cheating and Plagiarism. To view the complete policy go to <https://vpaa.unt.edu/academic-integrity.htm>

**Cheating:** The use of unauthorized assistance in an academic exercise, including but not limited to:

1. use of any unauthorized assistance to take exams, tests, quizzes or other assessments;
2. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments;
3. acquisition, without permission, of tests, notes or other academic materials belonging to a faculty or staff member of the University;
4. dual submission of a paper or project, or re-submission of a paper or project to a different class without express permission from the instructor;
5. any other act designed to give a student an unfair advantage on an academic assignment.

**Plagiarism:** Use of another's thoughts or words without proper attribution in any academic exercise, regardless of the student's intent, including but not limited to:

1. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement or citation.
2. the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in selling term papers or other academic materials.

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## **Disability Accommodation**

If you have a disability for which you will require accommodation under the terms of the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973, please discuss your needs with me after class or at office hours.

The Economics Department cooperates with the Office of Disability Accommodation (ODA) to make reasonable accommodations for qualified students with disabilities. If you have not registered with ODA, we encourage you to do so. Please present your written accommodation request on or before the 4th class day.