

Prepared on 1/15/2018

Economics 4140.001
Managerial Economics
Classroom: BLB 260
Office: 354 Wooten Hall
Web: learn.unt.edu

Spring 2018
Dr. Michael Nieswiadomy
Class time: Tues-Thurs. 3:30-4:50 p.m.
Phone: (940) 565-2244
email: michael.nieswiadomy@unt.edu
Office Hrs: Tues 5:00 p.m. – 6:30 p.m. & Thurs 1:00
p.m.-3:00 p.m.; & by appt

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. 15	<i>Martin Luther King, Jr. Holiday, UNT closed</i>
Ch. 1	Jan. 16	Intro. to Manager. Economics
Ch. 18	Jan. 18	Optimization Techniques
Ch. 2	Jan. 23 & 25	Demand Theory
Ch. 4	Jan. 30 & Feb 1	Estimating Demand Functions
Appendix B	Feb. 6	Business & Economic Forecasting
Ch. 5	Feb. 8	Production Theory
Appendix A	Feb. 13&15	Technological Change & Industrial Innovation
	Feb. 20	Exam 1
Ch. 6	Feb. 22	The Analysis of Costs
	<i>Feb. 23 Last day to drop a course with a "W" if you are not passing</i>	
Ch. 7	Feb. 27 & Mar 1	Perfect Competition
Ch. 8	March 6 & 8	Monopoly & Monopolistic Competition
	March 12-16	<i>Spring Break week – No Class</i>
Ch. 9	March 20 & 22	Managerial Use of Price Discrimination
	March 27	Exam 2
	April 2	<i>Last day to drop a course with written consent of professor</i>
Ch. 10	Mar 29 & Apr 3	Bundling and Intrafirm Pricing
Ch. 11	April 5 & 10	Oligopoly
Ch. 12	April 12	Game Theory
Ch. 13	April 17	Auctions
	April 19	Handouts on Present Value & Capital Budgeting
Ch. 14	April 24	Risk Analysis
Ch. 15	April 26	Principal-Agent Issues & Managerial Compensation
Ch. 16	May 1 & 3	Adverse Selection

May 8 (Tuesday) 1:30 p.m. – 3:30 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> Only \$1.00 for 15 weeks!

Pop quizzes

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

MS Excel Certification Test

There will be a Blackboard website set up to work through modules to prepare you for taking the MS Excel Certification Test. There will be no cost to you for practicing for or taking this test. You will be given two opportunities to pass the exam. If you pass, you will receive a 100%. If you fail (after two attempts), you will receive a 0%. This test will comprise 10% of your semester grade.

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. 10% is based on homeworks and on pop quizzes. 10% is based on your passing the MS Excel Certification Test. 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 during Feb. 24 – April 20, 2018 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& Laptops

Cell phones and laptops are not allowed to be used in class. Turn off your cell phone during class. Do not use it during class. If you use it during class, I will subtract one point from your semester grade for each violation. You will receive one warning.

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://policy.unt.edu/sites/default/files/06.003_StudentStandardsOfAcademicIntegrity_8_2017.pdf

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.