

Prepared on 8/18/2024

Economics 4140.002  
Managerial Economics  
Classroom: Wooten Hall 317  
Office: 354 Wooten Hall

Fall 2024  
Dr. Michael Nieswiadomy  
Class time: Tues. & Thurs: 2:00-3:20 p.m.  
Phone: (940) 565-2244  
Main email: use Canvas email;  
2<sup>nd</sup> email: michael.nieswiadomy@unt.edu  
Office Hrs: Tues & Thurs. 3:30 p.m. – 5:30 pm  
Office: 354 Wooten Hall (you can also use my Zoom  
office if you like)  
<https://unt.zoom.us/j/9220253289>

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>
Ch. 1	Aug. 20	Intro. to Managerial Economics & Excel Overview
Ch. 18	Aug. 22	Optimization Techniques
Ch. 2	Aug. 27 & 29	Demand Theory
Ch. 4	Sep. 3 & 5	Estimating Demand Functions
Appendix B	Sep. 10 & 12	Business & Economic Forecasting
	Sep. 17	Exam 1
Ch. 5	Sept. 19 & 24	Production Theory
Appendix A	Sept. 26	Technological Change & Industrial Innovation
Ch. 6	Oct. 1	The Analysis of Costs
Ch. 7	Oct. 3	Perfect Competition
Ch. 8	Oct. 8	Monopoly & Monopolistic Competition
Ch. 9	Oct. 10 & 15	Managerial Use of Price Discrimination
Ch. 10	Oct. 17 -22	Bundling and Intrafirm Pricing
	Oct. 24	Exam 2
Ch. 11	Oct. 29 & Oct. 31	Oligopoly
Ch. 12	Nov. 5	Airline lecture
Ch. 12	Nov. 7	Game Theory
	Nov. 8	<i>Last day to drop a course</i>
Ch. 13	Nov. 12	Auctions

Nov. 14

**Handouts on Present Value & Capital Budgeting**

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Nov. 20-25    Thanksgiving Holiday week; we do NOT have class: UNT is closed

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Ch. 14            Nov. 26            Risk Analysis

Ch. 15            Nov. 28            Principal-Agent Issues & Managerial Compensation

Ch. 16            Dec. 3            Adverse Selection

Dec 5            Review

Dec 12 (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 (or it is free to UNT students) to the Wall Street Journal.

**Grading**

Exam 1 is worth 25% of your semester grade. Exam 2 is worth 25% of your semester grade. The final (comprehensive) exam is worth 35% of your semester grade. 15% is based on homeworks and 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.

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 are not allowed to be used in class. Put your cellphone in your backpack or bag. You will receive one warning for using your cell phone in class. If you use your cell phone for a second time or more in class, I will lower your semester grade by one letter for each use of your cell phone. You may use your laptop in class only for course related work. You will receive one warning for using your laptop computer in class for non-course related use. If you use your laptop computer for a second time or more in class for non-course related use, I will lower your semester grade by one letter for each use of your cell phone.

### **Contacting Me**

In person: You do not need an appointment to see me during my office hours. If you are unable to meet during my office hours, please email me to set up a mutually convenient time.

By Phone: I can be reached by phone at 940-565-2244 and Zoom during my posted office hours. You can also leave a message if I am not available to answer the phone.

Via Email: **All email must be sent through Canvas.**

I will do my best to respond to email within 24 hours, Monday through Friday when UNT is open. I often answer email on the weekends as well.

Email correspondence should be appropriate and should not contain requests for me to provide you with missed assignments, handouts, notes, grades, etc. and should never be a request to treat your coursework and grade differently than what is outlined on this syllabus. Inappropriate emails and student requests will be forwarded to the appropriate campus office and/or official.

### **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 <http://facultysuccess.unt.edu/academic-integrity>. Cheating on any work in the class will result in a "F" for the semester.

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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 at <http://www.unt.edu/oda> Please present your written accommodation request on or before the 4th class day.