

Economics 4140.001
Managerial Economics

Classroom: Chem 253

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Office Hours: Mon 10:00am-12pm, Wed 12pm-3pm & by appt

Spring 2011

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Text: Managerial Economics, by Mansfield, Allen, Doherty and Weigelt, 6th ed, Norton, 2005.

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. 17	Martin Luther King, Jr. Holiday, no class
Ch. 1	Jan. 24	Intro. to Manager. Economics
Ch. 2	Jan. 24	Optimization Techniques
Ch. 3	Jan. 31	Demand Theory
Ch. 5	Feb. 7	Estimating Demand Functions
Ch. 6	Feb. 14	Business & Economic Forecasting
Ch. 7	Feb. 14	Production Theory
	Feb. 21	Exam 1
Ch. 8	Feb. 21	Technological Change & Industrial Innovation (after exam)
	Feb. 25	Last day to drop a course with a "W" if you are not passing
Ch. 9	Feb. 28	The Analysis of Costs
Ch. 10	March 7	Perfect Competition
Ch. 11	March 7	Monopoly, & Monopolistic Competition
	March 14	Spring Break – No Class
Ch. 12	March 21	Sophisticated Pricing Techniques
	March 28	Exam 2
Ch. 12	March 28	Sophisticated Pricing Techniques (after exam)
	March 29	Last day to drop with consent of professor
Ch. 12	April 4	Sophisticated Pricing Techniques
Ch. 13	April 11	Oligopoly
Ch. 14	April 18	Game Theory
Ch. 15	April 25	Risk Analysis
	April 25	Handouts on Present Value & Capital Budgeting
Ch. 16	May 2	Auctions
Ch. 17	May 2	Moral Hazard & Principal-Agent Problems
Ch. 18	May 2	Adverse Selection
	May 9 (Monday) 2:00 – 5:00 p.m.	Final Exam

Homeworks

You will be assigned periodic homeworks using handouts, Excel computer problems, and the Wall Street Journal.

Pop quizzes

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

Points

There will be two midterm exams and one final exam given. They will consist of multiple choice and short essay questions. Each midterm exam will be worth 25% of your semester grade. The final (comprehensive) exam will be worth 30% of your semester grade. The homeworks will be worth 10% of your semester grade. Pop quizzes will be worth 10% of your semester grade.

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 exceptional 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 February 28, 2011. This applies only to students who have 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

If you feel compelled to carry a cell phone with you to class, please turn it off or put on “vibrate” mode. I will grant you the same courtesy. It is disrespectful for any student’s phone to ring during class. Please be courteous. Please put your phone away during class. ☺

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 www.vpaa.unt.edu

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.

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.