

Economics 5315—EMBA Dallas
Managerial economics
Professor James Henderson

Course Syllabus

Goals of the Course

The major goals of Managerial economics are to enable the student to:

1. Understand how a market economy operates; i.e., how the price system works in organizing economic activity.
2. Analyze and evaluate the economic aspects of a market system under the various structural possibilities.
3. Examine how resource prices are determined and the allocation role they perform in a market economy.
4. Apply economic theory to real world events and problems.

Required Texts

James R. McGuigan, R. Charles Moyer, and Frederick H. deB. Harris, *Managerial Economics: Applications, Strategy, and Tactics*, 8th edition, South-Western College Publishing, 1999.

Course Requirements

There will be homework assignments, case studies, a mid-term exam, and a comprehensive final exam. Your final grade will be determined according to the following percentages:

Homework assignments (9)	18
Class participation and attendance	12
Short quizzes (3)	20
Exam 1	25
Exam 2	25
Total	100

There is no allowance in this schema for make-up exams. There are few good excuses for missing a quiz or test. Any missed quiz will make the associated test count more heavily. Points will roll over to the relevant test—Quiz 1 into Test 1 and Quizzes 2 and 3 into Test 2.

You may work in groups on the homework assignments. Each person is to turn in separate work. Remember, tests are based on class presentations and homework assignments. If you know how to do the homework, you should have no problem with the tests. Make sure you know how to do the homework problems on your own.

You may use your book and any notes you wish when taking exams. However, you must do your own work. Collaboration during exams is forbidden.

Attendance Policy

It goes without saying that class attendance is imperative. While the university policy regarding class attendance applies to this course. The university policy states: *To earn credit in a course the student must...attend at least 75% of all class meetings. Any University-related activity necessitating an absence from class shall count as an absence when determining whether a student has attended the required 75% of class meetings.*

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Class Schedule

Date	Topic	Chap	Problems (due dates)
Sep 1	Introduction and Goals; Fundamental Concepts and Optimization	1-3A	
Sep 2	Demand Analysis International Trade	4 7	
Sep 15	Production Economics	8	Quiz 1—Chapters 1-4 and 7 Assignments 1 and 2 due
Sep 16	Cost Analysis with Applications	9 10	
Sep 29	Exam 1		Chapters 1-4, 7-10
Sep 30	Linear Programming With Applications	8B 11	Assignments 3 and 4 due
Oct 27	Pure and Monopolistic Competition	12	Quiz 2—Chapters 8B and 11 Assignment 5 due
Oct 28	Monopoly	14	
Nov 10	Oligopoly	15	Quiz 3—Chapters 12 and 14 Assignments 6 and 7 due
Nov 11	Pricing Techniques	17	
Dec 1	Pricing Strategies	16	Assignments 8 and 9 due
Dec 2	Exam 2		Chapters 8B, 11, 12, 14-17

Problem sets:

Assignment 1

Chapter 1: Case exercise, page 27

Chapter 2: 1-3

Chapter 3: 3, 4, 7-9, 11, 13, 14

Appendix 3A-3

Assignment 2

Chapter 4: 6, 7, 11-13, 15, 20

Chapter 7: 1, 4, 6, 7

Assignment 3

Chapter 8: 1, 2, 4, 6, 11, 15, 20

Assignment 4

Chapter 9: 5, 8, 9

Chapter 10: 4

Assignment 5

Chapter 11: 1, 4, 6

Assignment 6

Chapter 12: 6-11, 19

Assignment 7

Chapter 14: 8-10, 13, 16, 18

Assignment 8

Chapter 15: 2, 3, 5

Assignment 9

Chapter 17: 2-7, 11, 12, 15