



# Lincoln University

## BA 301 – Managerial Economics

### COURSE SYLLABUS

Spring, 2018

<b>Instructor:</b>	Prof. Sergey Aityan, PhD, DSc
<b>Lecture Schedule:</b>	Monday, 3:30 PM – 6:15 PM
<b>Credits:</b>	3 units / 45 lecture hours
<b>Level:</b>	Mastery 1 (M1)
<b>Office Hours:</b>	Monday, 11:15 AM – 12:15 PM Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting. Additional office hours by appointment. <b>e-mail:</b> <a href="mailto:aityan@lincolnuca.edu">aityan@lincolnuca.edu</a> <b>Phone:</b> (510) 628-8016
<b>Assistant to the Instructor:</b>	TBD e-mail: TBD
<b>Textbooks:</b>	Thomas, C. & Maurice, S. C. (2015). <i>Managerial Economics</i> , 10 edition, McGraw-Hill/Irwin ISBN-10: 0078021901 ISBN-13: 978-0078021909 *** previous editions of this book are okay too ***
<b>Last Revision:</b>	January 3, 2018

### CATALOG DESCRIPTION

The course covers basic economic relationships, demand and supply analysis, forecasting, production and cost theories, market structures and models, pricing practices, capital budgeting and governmental regulations. (3 units)  
Prerequisite: MATH 10

### EDUCATIONAL OBJECTIVES

- Students to understand the concept, goal, scope, and fundamentals of managerial economics.
- Students to understand the extent of managerial economics in the global economy environment.
- Students to understand the application of managerial economics in real business environment.
- Students to understand the advanced approaches and the trends in microeconomic analysis for decision making.

- Students to understand the specifics of global environment and its impact on management.

### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Explain Supply and Demand issues	PLO 1	ILO 1b, ILO 2b	Case Studies
2	Employ economic mathematical models, to include calculus.	PLO 1	ILO 1b, ILO 2b	Midterm and Final Exam
3	Assimilate time value concepts to calculate an array of business problems	PLO 1	ILO 1b, ILO 2b	Case Studies; Midterm and Final Exam
4	Enable students to analyze market structures and articulate likely business strategy emanating from those market structures	PLO 2	ILO 1b, ILO 2b, ILO 4b	Midterm and Final Exam
5	Articulate game-theory models as it pertains to likely business strategy	PLO 2	ILO 1b, ILO 2b, ILO 4b	Midterm and Final Exam
6	Use relevant costs and break-even analyses in determining business strategy	PLO 4	ILO 4b, ILO 5b, ILO 6b	Case Studies; Midterm and Final Exam
7	Be able to understand and communicate ethical standards expected of corporations operating in modern business environment.	PLO 6	ILO 3b	Case Studies

### REQUIREMENTS

*This is a direct classroom instruction course.*

Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading and writing home tasks, problem solving, and “business case study” assignments will be made throughout the course. Students must complete all home tasks, other assignments, and take all quizzes, mid-term exam and final exam on the dates due. Zero tolerance to plagiarism and cheating is enforced. Plagiarism or cheating will result in grade “F” (with zero points) and a report to the administration.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**ATTENDANCE**

Students are expected to attend each class session. If you cannot attend class due to a valid reason, please notify the instructor prior to the class.

**EXAMS**

Both, midterm and final exams are structured as written essay to answer the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam is comprehensive, i.e. includes the whole course. The exams are neither “open book” nor “open notes.”

Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

**GRADING AND SCORING**

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	30%
Mid-term exam	In the middle of the course	35%
Final exam	Last week of the course	35%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for other activities.

**MAKE-UP WORK**

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final exams and group presentations cannot be made up if missed unless there is a documented emergency.

**COURSE SCHEDULE**

Lectures		Topic	Chapters
#	Date		
1		(a) About the Course (b) Foundations of Managerial Economics	Ch. 1
2		Basic Mathematics for Economics	Ch. 3
3		Demand, Supply, and Market Equilibrium	Ch. 2, 6
4		Time Value of Money	
5		Consumer Behavior	Ch. 5
6		Demand Estimation and Forecasting	Ch. 4, 7

7	Production Theory and Analysis	Ch. 8, 9
8	Cost Theory and Analysis	Ch. 10
9	Midterm Exam	
10	Probabilities for Risk Assessment	Ch. 15
11	Risk Assessment and Decision Making	Ch. 15
12	Markets: Perfect Competition and Monopoly	Ch. 11, 12
13	(a) Game Theory and Strategic Behavior (b) Markets: Monopolistic Competition and Oligopoly	Ch. 13
14	(a) Pricing Models (b) Capital Budgeting	Ch. 14
15	Comprehensive Final Exam	Ch. 1-16 as in lectures

### **CHEATING AND PLAGIARISM**

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following:

- (a) plagiarism;
- (b) copying or attempting to copy from others during an examination or on an assignment;
- (c) communicating test information with another person during an examination;
- (d) allowing others to do an assignment or portion of an assignment;
- (e) using a commercial term paper service.

Penalties for cheating and plagiarism range from a 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

### **LETTERS OF RECOMMENDATION**

- Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade “A” for the course.

### **OTHER COMMENTS**

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

### **MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.