



Lincoln University

BA 301 – Managerial Economics and Business Strategy

COURSE SYLLABUS Fall 2019

- Instructor:** Prof. Albert Loh
Lecture Schedule: Monday, 9:00 AM – 11:45 AM
Credits: 3 units / 45 hours of lectures
Level: Mastery 1 (M1)
Office Hours: Monday, Wednesday, 11:45 AM - 12:30 PM, or by appointment
e-mail: aloh@lincolnuca.edu
Textbook: **Managerial Economics and Business Strategy**, Michael R. Baye and Jeffrey T. Prince, 2017, 9th Edition, ISBN: 978-1-259-29061-9.
Supplemental materials (such as periodical, article, or PowerPoint slides) will be provided in class.
Prerequisite: *MATH 10*
Last Revision: August 8, 2019

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)

EDUCATIONAL OBJECTIVES

This is an introductory course that helps graduate students understand the economic theory and analytical tools used in managerial decision-making. Students are expected to have a good knowledge of economic concepts and tools that have direct management applications. We will cover the essence of managerial economics, demand and supply theory, price determination in different market structures, production and cost functions, and strategic choices to maximize the value of a business.

COURSE LEARNING OUTCOMES¹

| Course LO | Program LO | Institution LO | Assessment activities |
|--|-------------------|------------------------|-----------------------------------|
| Essence of managerial economics | PLO 1, 2, 4 | ILO 1b, 2b, 4b, 5b, 6b | Discussion, Quiz, and Final Exam |
| Understanding demand and supply theory | PLO 1, 2, 4 | ILO 1b, 2b, 4b, 5b, 6b | Discussion, Quiz, and Final Exams |
| Knowledge of production and cost functions | PLO 1, 2, 4 | ILO 1b, 2b, 4b, 5b, 6b | Discussion, Quiz, and Final Exams |
| Theory of Firm, industry and market structures | PLO 1, 2, 4 | ILO 1b, 2b, 4b, 5b, 6b | Discussion, Quiz, and Final Exams |
| Game theory and pricing strategies | PLO 1, 2, 4 | ILO 1b, 2b, 4b, 5b, 6b | Discussion, Quiz, and Final Exams |
| Corporate and business strategy | PLO 4 | ILO 6b | Discussion, Quiz, and Final Exams |

INSTRUCTIONAL METHODS

The course will be conducted in the form of lectures and discussions on each topic shown in the class schedule below.

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).

COURSE REQUIREMENTS AND EVALUATION

While in class, students are expected to conduct themselves in a professional manner. Professionalism includes regular attendance, participation in class discussions, civil conduct, and ethical behavior, etc. If a student is observed coming to class late often, being disrespectful to peers, texting or using mobile devices, or carrying on personal conversations during lecture, the professionalism portion of the grade will be reduced based on a demerit system. The course begins with each student having the full 50 points. Tardiness without valid reasons greater than 1 time will result in 5 points deduction. Behavioral offenses such as texting, using of mobile devices, or engaging in disorderly conduct in spite of reminder or warning will result in 10 points deduction.

Higher education is about learning how to learn. So in acquiring new knowledge, always pay attention to the learning objectives of each chapter or topic. In addition, you will enhance your understanding by solving the chapter problems to be assigned in class. Of course, you are welcome to bring questions to class for discussion by reading ahead of each classroom lecture. Achievement is assured when done repetitively.

¹ 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).

GRADING POLICY

While the instructor reserves the right to modify the grading system based on the overall class results, your performance in this course will be evaluated under the following model/guideline:

| | |
|---|---------------|
| Quiz 150 points (15 points each chapter quiz) | A = 361 – 400 |
| Final Exam 200 points | B = 301 - 360 |
| Professionalism: 50 points | C = 241 - 300 |
| Total 400 points | D = 201 - 240 |
| | F = < 200 |

The 5-question chapter quizzes and 50-question final exams include multiple-choice questions. They are designed to test both theory and problem solving. There will be no "extra credit" work or make-up quizzes during or after the semester. The only exception is when you can produce documentary evidence of illness or family emergency such as funeral. The quiz score will then be adjusted on a pro rata basis. The instructor reserves the right to modify the grading system based on class performance and notification to the students about any change during the semester. You are responsible for keeping apprised of any change in syllabus. If you plan to be sick on exam days, please do the exam a day earlier before getting sick.

The key to success in this course is communication and interaction. Thus, we will have to work as a team. First, we will create a positive learning environment where everyone can participate without fear. Second, relevant reading and problem assignments will be presented and discussed in class. When in doubt, ask.

Scholastic Dishonesty

Scholastic dishonesty will not be tolerated. Students who violate rules of academic dishonesty are subject to disciplinary penalties, including failure in the course and/or other actions from the University.

PROPOSED CLASS SCHEDULE

| Date | Topics |
|---------------|---|
| Aug 19 | Course introduction |
| Aug 26 | Chapter 1: Fundamentals of Managerial Economics & Quiz #1 |
| Sep 2 | Labor Day – No Class |
| Sep 9 | Chapter 2: Market forces: Demand and Supply & Quiz #2 |
| Sep 16 | Chapter 3: Quantitative Demand Analysis & Quiz #3 |
| Sep 23 | Chapter 5: The Production Process and Cost Function & Quiz #4 |
| Sep 30 | Chapter 6: The Organization of the Firm & Quiz #5 |
| Oct 7 | Chapter 7: The Nature of Industry & Quiz #6 |
| Oct 14 | Chapter 8: Market Structures & Quiz #7 |
| Oct 21 | Chapter 10: Game Theory & Quiz #8 |
| Oct 28 | Chapter 11: Pricing Strategies & Quiz #9 |
| Nov 4 | Chapter 13 Advanced Topics in Business Strategies & Quiz #10 |
| Nov 11 | Veterans Day – No Class |
| Nov 18 | Comprehensive Exam Review |
| Nov 25 | Self-study |
| Dec 2 | 2.5 hours Comprehensive Final Exam |

Addendum: Supplemental Course Materials

The PowerPoint slides are designed to give students a head start in learning course materials in a concise and coherent fashion. They are not intended to substitute, but complement, the textbook and classroom lectures. Don't just read; you need to absorb and understand the body of knowledge through a synthesis of critical thinking and problem solving skills. Thus, attending classroom lectures and completing exercises and assignments are critical to your success.