LINCOLN UNIVERSITY

ECON 20B - Principles of Economics II (Microeconomics)
COURSE SYLLABUS
Department of Business and Economics
Spring, 2009

Lecture Schedule: Saturday 9:00 AM – 11:45 AM
Credit: 3 units
Instructor: Prof. Sergey Aityan
Office Hours: Wednesday 1:00 PM – 3:00 PM
All other days by appointment
e-mail: aityan@lincolnuca.edu
☎ : (510) 628-8016
Textbook: Managerial Economics, Fourth Edition, by H. Craig Petersen and W. Chris Lewis, Prentice Hall, Upper Saddle River, New Jersey 07458. ISBN-0-13-976283-3.
Last Revision: January 2, 2009

CATALOG DESCRIPTION
The course covers the following topics: basic economic relationships, risk analysis, demand analysis, forecasting, production, cost theory, market structures, pricing practices, capital budgeting and governmental regulations. (3 units).

COURSE 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.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

COURSE PROJECT

Every student must complete and submit a business plan

REQUIREMENTS

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing and "business case study" assignments will be made throughout the course. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due. Plagiarism will result in the grade "F" and a report to the administration.

GRADING

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Project	Every week	20%
Mid-term exam	Second part of March	20%
Final exam	Last week of the course	40%

SCORING

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

COURSE SCHEDULE

Week	Topic	Chapters
1	(a) About the Course	
	(b) Fundamentals of Managerial Economics	Ch. 1
2	Basic Mathematics and its Application in Economics	Ch. 2
3	Future and Present Value of Money	Ch. 3
4	Probabilities for Risk Assessment	Ch. 4
5	Risk Assessment and Decision Making	Ch. 5
6	Risk Preference in Decision Making	Ch. 6
7	Demand Theory and Analysis	Ch. 7
8	(a) Review	Ch. 1 - 7
	(b) Midterm Exam	
9	Demand Estimation and Forecasting	Ch. 8
10	Production Theory and Analysis	Ch. 9
11	Cost Theory and Analysis	Ch. 10
12	Optimization with Linear Programming	Ch. 11
13	Perfect Competition and Monopoly	Ch. 12
14	(a) Game Theory and Strategic Behavior	Ch. 13
	(b) Monopolistic Competition and Oligopoly	Ch. 14
15	Locating the Firm	Ch. 15
16	(a) Review	Ch. 1 - 15
	(b) Comprehensive Final Exam	

MODIFICATION OF THE SYLLABUS.
The instructor reserves the right to modify this syllabus at any time during the semester. An announcement of any changes will be made in a classroom.