

BA306 Managerial Economics
Lincoln University
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Text: Hirschey, Mark and James L. Pappas FUNDAMENTALS OF
MANAGERIAL ECONOMICS, (Fifth edition) Fort Worth: The Dryden
Press, Harcourt Brace College Publishers, 1996.

Week of

Introduction
Basic Concepts Chapters 1 and 2
Statistical Analysis of Relationships Chapter 3
Demand and Supply Chapters 4 and 5
Forecasting Chapter
Production Analysis Chapter 7
Perfect Competition and Monopoly Chapter 10
Imperfect Competition Chapter 11
Pricing Practices Chapter 12
Government Regulation Chapter 13
Risk Analysis Chapter 14
Capital Budgeting
Public Management Chapter 16
Non-market economies.
Recap
Review and Catch up
Final examination

This schedule may be changed to meet the needs of the students.

Objectives:

1. To learn the nature of managerial economics and the behavior of the firm.
2. To understand optimization techniques in the decision environment.
3. To analyze the sources and nature of demand, the measurement of demand and the forecasting of demand.
4. To present the theory and measure of production and cost.
5. To deal with the use of budgets for profit planning and control and to introduce break-even analysis.
6. To introduce the market structures and describe various methods of pricing.