GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course Number and Title: ECON 420B Managerial Economics

Session: Winter Trimester, 1996 Block I
           Tuesday/Thursday: 1100A - 1215P

Instructor: David Gordon

Phone: (708) 534-4963

Office Hours: Tuesday/Thursday: 4:00 - 7:30 P.M.
              Wednesday: 6:30 - 7:30 P.M.

Credit Hours: Three

Catalog Description:
Deals with analysis and theoretical constructs of microeconomics applied to managerial decision making. Emphasizes consumer demand, production and cost analysis, business behavior, market performance, and growth equilibrium.

Prerequisites: ECON 301, ECON 302, MATH 355, & STAT 362.

Textbook: Managerial Economics by Maurice and Thomas, Irwin Publishing. (Required)
           Wall Street Journal (Required)

Rationale:
The primary purpose of this course is to present the basic fundamentals of price theory. The secondary, but quite important, purpose is to illustrate how the fundamentals of price theory can be applied to the solution of real world, decision-making problems and to give students experience in solving these problems.

Course Objectives:
1. To become acquainted with the mathematical and statistical tools used in economics.
2. The student should have complete knowledge of the workings of supply and demand.
3. The student will solidify his/her knowledge of forecasting techniques and how they relate to economics.
4. The student will become familiar with production and cost theory.
5. Upon completion of the course, a thorough knowledge of all market structures should be gained.
Course Evaluation:

Three equally weighted exams given approximately five weeks apart.

There will not be any make-up exams given. A student missing an exam, will receive a zero for that exam.

Grading Scale: To be announced.

Syllabus Statement for Persons with Disabilities:

It is the intention of the institution to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of his/her physical abilities in order to complete the course, please notify the instructor as soon as possible.