

GOVERNORS STATE UNIVERSITY

College of Business and Public Administration

Instructor: Evelyn Carlson
Telephone: (708) 543-5000 ext. 2263
Course Title: Problems in Managerial Economics
Course Number: Econ 801
Trimester: Fall 1990
Time and Day:
Target Group: Graduate students from academic majors in business administration, and from other types of administrative programs which provide training for the management of either for profit or not for profit organizations.
Academic Credits: 3 semester hours of credit will be granted upon the successful completion of all course requirements at a passing letter grade.
Prerequisites: As listed in the course schedule.

COURSE DESCRIPTION

Managerial Economics encompasses the application of quantitative and qualitative economic theory models to managerial efficiency objectives occurring with the administration of organizations operated for profit, or not for profit.

The course is predominately an exercise in analytical skills and utilizes as basic tools the relevant knowledge areas from algebra, calculus, statistics, macro- and microeconomics, finance, accounting and operations theory. The emphasis throughout the course is on the microeconomic analysis aspect of decision alternatives facing today's manager.

GSU ARCHIVES

econ 801
F90

INSTRUCTIONAL RESOURCES

"Managerial Economics" by Dominick Salvatore; first edition; published by McGraw Hill.

A "Study Guide", prepared by Professor Siamack Shojai of Lafayette College, is available from McGraw-Hill to assist students in reviewing and applying the material covered in the text.

Note: The study guide is optional. A few typos have been noticed, but in general it may be useful in helping you understand the material.

A "Schaum Outline" on the "Theory and Problems of Managerial Economics", prepared by Dominick Salvatore, is also available from McGraw-Hill.

A rich assortment of supplemental readings are referenced at the end of each chapter in the Salvatore text. Students are encouraged to make use of this listing.

CLASSROOM POLICIES

1. Attendance is required. Chapters must be read prior to class. You will be chosen at random to discuss concepts during the lecture/discussion portion of each class.

2. Exams will be handed back for inspection purposes only. All exams must be returned or a grade of zero will be posted. All exams will be destroyed at the end of the term.

3. In the event of an EMERGENCY, a make up exam will be administered. Documentation of the emergency will be required. Please call prior to the test time. Insufficient preparation for the test may constitute an emergency to YOU, but not to ME!

4. Evaluation will be based on the following:

Midterm Exam	=	1/2 of grade
Final Exam	=	1/2 of grade

Journal paper/ inclass presentation = up to TEN EXTRA POINTS to final grade average

5. Grading Scale

100 - 90	A
89 - 80	B
79 - 70	C
Below 70	D

JOURNAL PAPER / INCLASS ORAL PRESENTATION

Each student will select one journal article from an economics journal and present the contents in class. Articles may be chosen from the list below, but other economic journals can also be used. Since this is a microeconomics course, the selected article should deal with a microeconomic issue. Ask me if you are not certain. Browsing through the table of contents in our text should give you a good idea of potential topics. You may select topics from chapters not covered during lecture. It would be a good idea to read that chapter on your own if you choose an article on that topic.

The purpose of the paper and oral presentation is to explain the research as presented by the author(s), and to give you some familiarity with the wealth of research which exists.

A photocopy of the selected journal article must be attached to your paper. The source, date, author etc. must be clearly evident.

The paper will be a summary of the article itself. It will be typewritten, double spaced, grammatically correct, etc. Length is not as important as content.

The oral presentation will be an explanation of your written paper. KNOW your material. A note card or two will be permitted. **READING IS NOT!** The oral will take approximately five to seven minutes, with a few more minutes for questions. **EXPECT** questions.

SUGGESTED SOURCES

Review of Economics and Statistics
Journal of Political Economy
Southern Economic Journal
Economica
American Economic Review
Review of Economic Studies
Quarterly Journal of Economics
All Federal Reserve Bank Publications
Econometrica
Journal of Monetary Economics
Journal of Economic Issues
Brookings Papers on Economic Activity
Economic Inquiry

OUTLINE OF WEEKLY ACTIVITIES

WEEK:

- 1 Chapter 1: The Nature & Scope of Managerial Economics
- 2 Chapter 2: Techniques of Analysis
- 3 Chapter 3: Risk Analysis
- 4 Chapter 4: Estimation Techniques
- 5 Chapter 5: Demand Theory
- 6 Chapter 6: Demand Estimation
- 7 MIDTERM EXAM
- 8 ORAL PRESENTATIONS
- 9 Chapter 8: Production Theory and Estimation
- 10 Chapter 9: Cost Theory and Estimation
- 11 Chapter 10: Linear Programming
- 12 Chapter 11: Market Structure: Perfect Competition
and Monopoly
- 13 Chapter 12: Market Structure: Monopolistic
Competition and Oligopoly
- 14 ORAL PRESENTATIONS
- 15 FINAL EXAM