

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course Number and Title: ECON 420^B Managerial Economics

Session: Fall Trimester 1998
Tues. 4:30 - 7:20 P.M. OR Thurs. 7:30 - 10:20 P.M.

Instructor: Prof. David Gordon (C3399)

Phone Number: (708) 534 - 4963 (email d-gordon@govst.edu)

Office Hours: Tues. 2:00 - 3:00 P.M.
Wed. 6:30 - 7:30 P.M.
Thurs. 5:30 - 7:30 P.M. and by appointment.

Credit Hours: Three

Catalog Description:

Deals with analysis and theoretical constructs of microeconomics applied to managerial decision making. Emphasizing 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, 6th edition, Irwin Publishing, by Maurice and Thomas.

Periodicals: Wall Street Journal (Optional)
Barrons (Optional)

Rationale:

The primary purpose of this course is to present the basic fundamentals of price theory. The secondary 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:

Upon completion of the course the student should have a firm grasp of the following topics:

- 1) The language of economics.
- 2) Thorough knowledge of forces that affect supply and demand.
- 3) Market equilibrium and disequilibrium.
- 4) Demand elasticity.
- 5) Techniques involved in maximization and minimization problems.
- 6) Basic estimation techniques used in demand analysis.
- 7) Theory of consumer behavior.



- 8) Estimation of empirical demand functions.
- 9) Production and cost theory in the short and long run.
- 10) Theory of perfect competition.
- 11) Theory of monopoly.
- 12) Analysis of imperfectly competitive markets: oligopoly and monopolistic competition.
- 13) Introduction to game theory and simple applications.
- 14) Use of the Internet in economics.

Course Evaluation Information:

Evaluation:

Midterm #1	33%
Midterm #2	33%
Final Exam	34%

Make-up exams will not be administered.

Homework assignments:

Homework assignments will consist of problems in your textbook and supplemental problems given in the form of handouts.

Exams:

Exams will consist predominately of essay questions and problems. The dates of the exams will be announced at least two weeks ahead of time.

Tentative Schedule of Exam Material:

Midterm #1	Chapters 1, 2, 3, 4, and 5.
Midterm #2	Chapters 7, 8, 10, and 11.
Final Exam	Chapters 13, 14, 15, 16, 17, and 18.

Syllabus Statement for Persons with Disabilities:

It is the intent 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.