

**General Course Information:**

BUSI 7006-001.BUSI Managerial Economics  
3:00 - 4:50  
Business / Law 305

**Instructor Information::**

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**Course Content:** This is an introductory course in the application of microeconomics to business decision-making. Although prior experience with economics is neither presumed nor required, many of the students may have studied some of this material during their undergraduate careers. This course covers the broad principles of microeconomics which underlie and/or affect all business decisions. The topics falling under this definition include the logic of decision-making encompassing both (1) marginal analysis and (2) the structure of decision problems, (3) the implications of these and other principles of decision-making for the evaluation of a range of market environments (e.g. competitive, monopolistic and monopolistically competitive markets) and (4) the logical structure and implications of strategic interactions among firms (i.e. game theory). In each of these areas the emphasis will be on applied business decision-making.

**Course Structure:** Outlined below are topics for each class session and corresponding readings from Pindyck & Rubinfeld Microeconomics 5th edition (referred to as P&R). The readings do not fully cover the material as it will be presented in most classes. They should, therefore, be regarded as a supplement to, not a substitute for, class attendance and case preparation. The emphasis in the course is on understanding and being able to apply effectively in business a relatively small number of general principles. Therefore, the important benchmarks of progress are case preparations and discussions.

Grades in the course will be based on problem sets, class participation in case discussions, a midterm exam, and a final exam (open book).

The weights on each of these elements are roughly 15% for the problem sets, 15% for class participation, 25% for the midterm, and 45% for the final exam. If, however, your midterm grade (relative to the class mean) is below your final exam grade (relative to the class mean), it will count for only 15% (and the final 55%). The final exam will be an in-class, written analysis of case-type problems.

Students are encouraged to work in study groups while preparing for classes and case discussions, for doing preliminary work on problem sets (final problem set answers must be prepared individually) and, of course, for their group projects.