

ECP 5705: Economics of Business Decisions Syllabus (Fall 2017)

Instructors:

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Required Text: *The Economics of Managerial Decisions* by Roger D. Blair and Mark Rush

COURSE DESCRIPTION

The purpose of this course is to provide an analytical foundation for making economically sound managerial decisions. To this end, we will investigate a number of microeconomic models and develop many important and well-known results. We will apply the intuition that is gained to a variety of managerial problems, with which you may be faced in your future as a manager. Through in-class discussions and exercises (ungraded), problem sets (graded), and an exam (graded), we hope to build your confidence in employing these analytical tools and to equip you with the requisite knowledge for making sound managerial decisions.

The content of this course will provide the microeconomic foundation for the topics covered in your finance, management, and marketing courses. We want to emphasize that memorization is pointless. Instead, gaining a working understanding some basic microeconomic principles and developing competence with the analytical tools covered in this course will allow you to analyze numerous unfamiliar managerial problems.

COURSE REQUIREMENTS

- You are expected to attend and participate regularly in this course. While we will not take attendance, we observe attendance patterns. Irregular attendance and/or weak in-class participation often correlate negatively with course performance.
- There are four Problem Sets that are required for successful completion of this course. You may work in groups, but each student is responsible for turning in his or her own work, which must include his or her own individual mathematical derivations and written explanations.
- There is a cumulative Final Exam that is required for successful completion of this course. This exam is closed-book and to be taken individually. As the course progresses, we will explain the structure and composition of the exam.

PROBLEM SET GUIDELINES AND DUE DATES

All Problem Sets should be submitted to the Teaching Assistant (Michael Teeple) at teepmr@ufl.edu by the posted due date and time. Late submissions will not be accepted. Additionally, submissions must adhere to the following guidelines:

- 1) All submissions should be typed (including math equations) and sent in a .doc or .docx file.
- 2) Your name should appear at the top of each page.
- 3) All graphs should be legible and accurate. Approximations are rarely sufficient for receiving credit.

The four problem sets are due the Monday before class by 5pm, on September 18, October 16, November 13, and December 11. Again, late submissions will not be accepted.

GRADING POLICY

Grades are calculated as follows:

Problem Set 1	10%
Problem Set 2	20%
Problem Set 3	20%
Problem Set 4	20%
Final Exam	30%

We will use this calculation to determine each student's within class standing and assign final grades based on that information.

ACADEMIC HONESTY

You are expected to abide by the University's rules for academic honesty. These are available for your review at <http://www.dso.ufl.edu/judicial/academic.php>.

We take these rules very seriously and are committed to upholding the policies and integrity of the University of Florida and the UF MBA program. Cheating, plagiarism, or any other behavior that violates these rules will be prosecuted to the fullest extent.

COURSE OUTLINE (AND ASSIGNMENT SCHEDULE)

L1 August 13 Syllabus and Introduction to Managerial Decisions
 Chapter 1
 Supply and Demand
 Chapter 2

PROBLEM SET 1 due September 18 (5pm)

L2 September 23 Supply and Demand
 Chapter 2 (continued) and Chapter 3 (Section 3.4 only)

L3 September 24 Supply and Demand
Chapter 3 (Section 3.4 only)
Joint Production
Chapter 12 (Section 12.1)
Additional Handouts

PROBLEM SET 2 due October 16 (5pm)

L4 October 21 Production and Costs
Chapter 4
Competitive Markets
Chapter 5

L5 October 22 Monopoly Markets
Chapter 6 (Sections 6.1 and 6.2 only)
Advanced Pricing Decisions
Chapter 10

PROBLEM SET 3 due November 13 (5pm)

L6 November 19 Game Theory: Cooperation and Collusion
morning Chapter 7 and Chapter 8

L7 November 19 Advertising and Promotion
afternoon Chapter 13 (Sections 13.1-13.4 only)

PROBLEM SET 4 due December 11 (5pm)

L8 December 16 FINAL EXAM