

**UNIVERSITY OF FLORIDA
DEPARTMENT OF ECONOMICS
ECO 6936
Managerial Economics**

Fall 2016

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Course Description: This class will focus on the decision-making process of business executives. It provides an analytical treatment of economic principles used explicitly or implicitly in determining the behavior of consumers and firms. The course is theory based and practice oriented. Business decisions often require numerical solutions, and therefore algebraic, geometric and game theoretic techniques will be developed and used. The class will address several basic questions including the following: What are the determinants of firm size and behavior? Why some industries are profitable and some are not? How do strategic decisions affect market equilibrium and competitive advantage? How should a firm measure employee performance?

Grades: There will be four graded quizzes which will determine your final grade. The latter will be based on the average quiz score. Quizzes will be open book and open laptop. You will have about 40 minutes to complete each quiz. Practice questions similar to those appearing in each quiz are posted in the class web site (Canvas).

The following distribution will be used to translate numerical cumulative scores into letter grades.

Grade Distribution

Numerical Score Range	Letter Grade
95.00 – 100.00	A
90.00 – 94.99	A-
80.00 – 89.99	B+
70.00 – 79.99	B
60.00 – 69.99	B-
50.00 – 59.99	C+
40.00 – 49.99	C
30.00 – 39.99	C-

Reading Materials: The textbook for this class is David Besanko, David Dranove, Mark Shanley, Scott Schaefer, Economics of Strategy, Sixth Edition, 2013, John Wiley & Sons, designated below as *Besanko et al.*

Electronic Communication: There is a class web site in Canvas which will serve as the electronic communication platform for this class.

COURSE OUTLINE

1. Economic Foundations and Principles

Handout “Appendix A: Optimization Techniques”, posted in Canvas. Optional reading.

Besanko et al., Economics Primer: Basic Principles.

Besanko et al., Chapter 2 : The Horizontal Boundaries of the Firm.

2. The Market Environment of Business Decisions

Besanko et al., Chapter 5: Competitors and Competition.

3. Strategic Interactions

Besanko et al., Chapter 9: Strategic Positioning for Competitive Advantage

Besanko et al., Chapter 12: Performance Measurement and Incentives

Besanko et al., Chapter 8: Industry Analysis.