

ECP3703 Managerial Economics

Semester:	Spring 2022
Instructor:	Douglas Turner
Email:	douglasturner@ufl.edu
Office Hours:	W,R 11 AM - 12 PM
Office:	MAT 400
Class Hours:	T,R Period 9 - 10 (4:05 PM - 6:00 PM)
Classroom:	MAT 0107

Course Description

This course will explore the application of microeconomic principles and tools to business problems faced by decision makers. Topics covered include market structure, production, monopoly, cartels, game theory and oligopoly. This course is required for the Economics minor. This course cannot be taken for credit by students in the Economics major.

Course Materials

This course is participating in UF All Access, which is a program designed to provide the most affordable option for materials to everyone in this course. The required course material is *The Economics of Managerial Decisions*, by Blair and Rush and will be delivered digitally through MyLab/Mastering. Homework Assignments will be distributed through MyLab/Mastering.

Exams

There will be three exams which are tentatively scheduled for 2/16, 3/23 and 4/25. Exams are not cumulative. More information on the structure and length of exams will be given at the exam reviews (the class immediately before the exam).

Grading

- There will be 11 assignments (through MyLab/Mastering). The lowest score will be dropped. The remaining 10 assignments are weighted equally. No late assignments are permitted.
- The grading scheme is

Grading Scheme

Assignments	25%
Exam 1	25%
Exam 2	25%
Exam 3	25%

- The final grade will be based on the following:

Grading Scale

A	92-100
A-	90-91.99
B+	87-89.99
B	82-86.99
B-	80-81.99
C+	77-79.99
C	72-76.99
C-	70-71.99
D+	67-69.99
D	60-66.99
F	0-59.99

- Any curving will be at the discretion of the instructor.

Course Schedule

MODULE 1: Foundations, Production and Monopoly

Week 1: 1/10 and 1/12

- Introduction and Chapter 1: Managerial Economics and Decision Making
- Start Chapter 2: Demand and Supply
- ASSIGNMENT: Practice Assignment in MyEconLab (optional)

NO CLASS: Tuesday 1/17

Week 2: 1/19

- Continue Chapter 2: Demand and Supply
- ASSIGNMENT DUE 1/20 11:59 PM

Week 3: 1/24 and 1/26

- Chapter 4: Production and Costs
- ASSIGNMENT DUE 1/27 11:59 PM

Week 4: 1/31 and 2/2

- Chapter 5: Perfect Competition
- ASSIGNMENT DUE 2/9 11:59 PM

Week 5: 2/7 and 2/9

- Chapter 6: Monopoly and Monopolistic Competition
- ASSIGNMENT DUE 2/10 11:59 PM

Week 6: 2/14 and 2/16

- Exam Review on 2/14
- EXAM #1 on 2/16

MODULE 2: Oligopoly and Antitrust

Week 7: 2/21 and 2/23

- Chapter 8: Game Theory and Oligopoly
- ASSIGNMENT DUE 2/24 11:59 PM

Week 8: 2/28 and 3/2

- Chapter 7: Cartels and Oligopoly
- ASSIGNMENT DUE 3/3 11:59 PM

Week 9: 3/7 and 3/9

- Chapter 9: A Manager's Guide to Antitrust Policy
- ASSIGNMENT DUE 3/10 11:59 PM

SPRING BREAK: NO CLASS ON 3/14 AND 3/16

Week 10: 3/21 and 3/23

- Exam Review on 3/21
- EXAM #2 on 3/23

MODULE 3: Advanced Managerial Decisions

Week 11: 3/28 and 3/30

- Chapter 10: Advanced Pricing Decisions
- ASSIGNMENT DUE 3/31 11:59 PM

Week 12: 4/4 and 4/6

- Chapter 11: Decisions about Vertical Integration and Distribution
- ASSIGNMENT DUE 4/7 11:59 PM

Week 13: 4/11 and 4/13

- Chapter 14: Business Decisions under Uncertainty
- ASSIGNMENT DUE 4/14 11:59 PM

Week 14: 4/18 and 4/20

- Chapter 15: Managerial Decisions about Information
- Exam #3 Review on 4/20
- ASSIGNMENT DUE 4/21 11:59 PM

Week 15: 4/25

- Exam #3 on 4/25

Academic Honesty

Students are expected to comply with the University of Florida's rules for academic honesty. Failure to comply with this commitment will result in disciplinary action.

Accommodations for Students with Disabilities

Students with disabilities requesting classroom accommodation must first register with the Disability Resource Center. The Disability Resource Center will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Online Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Class Attendance and Make-Up Exams

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click [here](#) to read the university attendance policies.

Covid Statement

In response to COVID-19, the following recommendations are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

- If you are not vaccinated, get vaccinated. Vaccines are readily available and have been demonstrated to be safe and effective against the COVID-19 virus. Visit one.ufl.edu for screening / testing and vaccination opportunities.
- If you are sick, stay home. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 to be evaluated.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.