

ECP3703 Managerial Economics

Semester: Spring 2022
Instructor: Douglas Turner
Email: douglasturner@ufl.edu
Office Hours: M,W | 11:00 AM - 12:00 PM
Office: MAT 341
Class Hours: M,W | 1:55 PM - 3:50 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 2/9, 3/16 and 4/20. 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: 1/5

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

Week 2: 1/10 and 1/12

- Chapter 2: Demand and Supply
- ASSIGNMENT DUE 1/13 11:59 PM

Week 3: 1/19 (No Class 1/17)

- Chapter 4: Production and Costs
- ASSIGNMENT DUE 1/18 11:59 PM

Week 4: 1/24 and 1/26

- Continue Chapter 4: Production and Costs and Chapter 5: Perfect Competition
- ASSIGNMENT DUE 1/27 11:59 PM

Week 5: 1/31 and 2/2

- Chapter 6: Monopoly and Monopolistic Competition
- ASSIGNMENT DUE 2/3 11:59 PM

Week 6: 2/7 and 2/9

- Exam Review on 2/7
- EXAM #1 on 2/9

MODULE 2: Oligopoly and Antitrust

Week 7: 2/14 and 2/16

- Chapter 8: Game Theory and Oligopoly
- ASSIGNMENT DUE 2/17 11:59 PM

Week 8: 2/21 and 2/23

- Chapter 7: Cartels and Oligopoly
- ASSIGNMENT DUE 2/24 11:59 PM

Week 9: 2/28 and 3/2

- Chapter 9: A Manager's Guide to Antitrust Policy

-ASSIGNMENT DUE 3/3 11:59 PM

SPRING BREAK: NO CLASS 3/7 and 3/9

Week 10: 3/14 and 3/16

-Exam Review on 3/14

-EXAM #2 on 3/16

MODULE 3: Advanced Managerial Decisions

Week 11: 3/21 and 3/23

-Chapter 10: Advanced Pricing Decisions

-ASSIGNMENT DUE 3/24 11:59 PM

Week 12: 3/28 and 3/30

-Chapter 11: Decisions about Vertical Integration and Distribution

-ASSIGNMENT DUE 3/31 11:59 PM

Week 13: 4/4 and 4/6

-Chapter 14: Business Decisions under Uncertainty

-ASSIGNMENT DUE 4/7 11:59 PM

Week 14: 4/11 and 4/13

-Chapter 15: Managerial Decisions about Information

-ASSIGNMENT DUE 4/14 11:59 PM

Week 15: 4/18 and 4/20

-Exam Review on 4/18

-Exam #3 on 4/20

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.