

## **ECP 5705: Economics of Business Decisions Syllabus (Fall 2018)**

### **Instructors:**

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### **Teaching Assistant:**

**Anita Walsh**  
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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 (Anita Walsh) at [anitanwalsh@ufl.edu](mailto:anitanwalsh@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 4 (Tuesday due to Labor Day), October 1, October 29, and December 10. 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 12     Syllabus and Introduction to Managerial Decisions**  
*Chapter 1*  
**Supply and Demand**  
*Chapter 2*

**PROBLEM SET 1 due September 4 (5pm)**

- L2     September 8     Supply and Demand**  
*Chapter 2 (continued) and Chapter 3 (Section 3.4 only)*
- L3     September 9     Supply and Demand**  
*Chapter 3 (Section 3.4 only)*  
**Joint Production**  
*Chapter 12 (Section 12.1)*  
**Additional Handouts**

**PROBLEM SET 2 due October 1 (5pm)**

- L4     October 6     Production and Costs**  
*Chapter 4*  
**Competitive Markets**  
*Chapter 5*
- L5     October 7     Monopoly Markets**  
*Chapter 6 (Sections 6.1 and 6.2 only)*  
**Advanced Pricing Decisions**  
*Chapter 10*

**PROBLEM SET 3 due October 29 (5pm)**

- L6     November 3     Game Theory: Cooperation and Collusion**  
*Chapter 7 and Chapter 8*
- L7     November 4     Advertising and Promotion**  
*Chapter 13 (Sections 13.1-13.4 only)*  
**Uncertainty**  
*Chapter 14*

**PROBLEM SET 4 due December 10 (5pm)**

- L8     December 15     FINAL EXAM**