Managerial Economics  
Economics 5313-002  
FA 2011

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Class Hours: 2:00 – 4:50 PM  
Office Hours: 10:45 – 11:45 AM  
Phone: 5:10 – 6:10 PM

Course Description
Managerial economics applies economic theory and methods to business and administrative decision-making in order to achieve goals and objectives of organizations in the most efficient way. Thus, the course will provide an understanding of how to link economic theory with quantitative methods to develop tools and approaches for managerial decision-making. It will use a combination of lectures, case studies, and the analysis of a range of issues related to managerial decision making. The lectures will present various theoretical perspectives in verbal, graphical, and simple mathematical terms. Case studies and the analysis of current issues will provide participants with the opportunity to apply these perspectives to the formulation of solutions to practical managerial decision-making.

Prerequisites:
Economics 5311 or consent of the instructor.

Text

Suggested Texts


I do not always stick to the book. You are responsible for all material, including topics covered in class that are not in the book or are treated differently from the book.
**Blackboard**
I will use Blackboard, an electronic learning software platform, for the distribution of course information. There are detailed instructions on the use of Blackboard that can be accessed at [http://www.uta.edu/blackboard/index.html](http://www.uta.edu/blackboard/index.html). Be sure to check it on a regular basis for announcements, lecture notes, case studies, assignments, and other material related to class.

**Grading and Examinations**
Course requirements consist of midterm exam (38%), assignments (16%), presentation (10%), and final exam (36%). The examinations test both your understanding of the concepts studied in the course and your ability to apply them to problem situations. If you have conflicts with the exam dates contact me immediately (prior to the exam dates). Missed exams will be given a grade of zero unless adequate evidence is presented, preferably before the exam, to indicate that missing the exam could not be avoided. The grading scheme is as follows. 90-100% (A); 78-89.9% (B); 70-77.9% (C); 60-69.9% (D); < 59.9% (F).

**Assignments**
There will be several case studies/assignments, which will test both your understanding of concepts studied and your ability to apply them to problem situations pertinent to firms. The participants are expected to work on the assignments as a group. A couple of assignments may require the use of basic statistical and econometric concepts. Illustrations of the applications of various concepts will be featured in class. As a regular part of our class meetings, you will be doing in-class applications as a member of a team.

**Reports and Class Discussion**
You may also be expected to present some assigned articles/case studies in class. You may write a report (a maximum of 1 single-spaced typed page) and then present it verbally in class. Understanding of some concepts comes only through detailed written analysis. You are expected to come to class prepared for discussion, having read the assigned readings. A randomly chosen participant(s) will be asked to summarize the article for about 3 minutes. The papers will be announced ahead of time.

**Presentation**
I will provide a form that identifies the main factors you should consider for the presentations. I will also give you a more detailed description of the project during the semester, but at this point I suggest you start thinking about topics that you would like to address. Throughout the term, we will discuss various topics that hopefully will trigger ideas of your own. Each group presentation should take about 8-10 minutes, including the questions and comments from the audience. Everyone is expected to attend all presentations.
**Attendance**

Attendance is not mandatory but you are virtually guaranteed to do poorly if you skip classes. I do not always stick to the book. You are responsible for all material, including topics covered in class that are not in the book or are treated differently from the book.

**Participant-Faculty Communication**

You are expected to come to class prepared by reading and doing relevant assignments prior to class. You are expected and encouraged to ask questions and participate in class discussions. Your ideas, comments, suggestions, questions, etc. are always welcome. You can drop by my office anytime if you have any questions or concerns. You may come during office hours, or schedule an appointment because I may not be there all the time. I can also be reached through email. I endeavor to create an atmosphere that is favorable for learning through the encouragement of creativity, self-initiative, and dialogue. You are encouraged to ask questions in order to stimulate discussion and enhance understanding. **Please do not hesitate to see me if you have difficulty with the course material or need to discuss something with me. I look forward to working with you this semester.**

**Drop Policy**

It is the participant’s responsibility to complete the course or withdraw from the course in accordance with University Regulations. Students are strongly encouraged to verify their grade status before dropping a course after their first withdrawal date. A student who drops a course after the first withdrawal date may receive an “F” in the course if the student is failing at the time the course is dropped.

**Americans with Disabilities Act**

UTA is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled **Americans with Disabilities Act (ADA)**, pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

**Academic Integrity**

Any form of academic dishonesty (e.g. cheating, plagiarism) will not be tolerated. Please familiarize yourself with the Honor Code’s statement on plagiarism. It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely
unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents’ Rules and Regulations, Series 50101, Section 2.2).

**Bomb Threats**

If anyone is tempted to call in a bomb threat, be aware that UTA will attempt to trace the phone call and prosecute all responsible parties. Every effort will be made to avoid cancellation of presentations/tests caused by bomb threats. Unannounced alternate sites will be available for these classes. Your instructor will make you aware of alternate class sites in the event that your classroom is not available.

**Student Support Services Available**

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

**Grade Grievances**

You have one calendar year from the date the grade is assigned to initiate any grievance.