

**DEPARTMENT OF ECONOMICS
University of California, Riverside**

SYLLABUS

Economics 162—Managerial Economics

Summer, 2014

Tuesdays and Thursdays 2:10 - 5:00 PM, Sproul 2351

Instructor: Wen Kong

Department: Department of Economics

Office: Sproul, Room 3129

Office Hours: Tuesdays and Thursdays, 1:10 - 2:00 PM

TA: Evan Wigton-Jones

Office: Sproul, Room 3120

Office Hours: Wednesdays 3:00-4:00PM, Fridays 1:00-2:00PM

COURSE OUTLINE AND READING LIST

CATALOG DESCRIPTION:

Econ 162. Managerial Economics. Examines application of economic analysis to problems of management, especially of capital. Emphasis is on production economics and cost analysis

Although the analysis will rely mostly on graphical presentation, algebra will be used throughout this course.

COURSE OBJECTIVE:

This course is designed to give a comprehensive understanding of basic theory of industrial organization, and to discuss how these principles relate to some relevant issues of corporate American industries.

TEXT BOOK:

William F. Samuelson and Stephen G. Marks, Managerial Economics, 7th Edition, Wiley, New York.

COURSE OUTLINE:

TOPICS

Week 1 Tue(7/29)	Marginal Analysis and Demand Analysis
Week 1 Thur(7/31)	Production
Week 2 Tue(8/5)	Cost
Week 2 Thur(8/7)	Decision Making Under Uncertainty

Week 3 Tue(8/12)	Midterm and Estimating Demand
Week 3 Thur(8/14)	Perfect competition and Monopoly
Week 4 Tue(8/19)	Oligopoly, Game theory and Competitive Strategy
Week 4 Thur(8/21)	Information and Decision Making Applications
Final's week	8/30, 1:00-3:00 PM

INSTRUCTION:

There are two lecture-demonstration meetings each week. Students are expected to go back to their intermediate microeconomics text book and review the material. Attendance will be important for the lectures and discussion sections.

During the lecture, students are encouraged to ask questions at any time.

HOMEWORKS:

There is homework for every lecture and each homework is due at the beginning of the next lecture.

EXAMINATIONS:

There are two examinations scheduled, i.e., the midterm and the final examinations. The midterm examination (1.5 hours) will be given on Tuesday, August 12th, 2014, in SPROUL 2351, during lecture time. Unexcused absences from examinations will result in a zero grade for the examination.

Final exam (2 hours) is on August 30th, from 1:00 to 3:00PM. The final exam is CUMULATIVE. There are no make-up exams.

During examination students must take their seats apart from each other whenever there are enough seats. Have a calculator to use during exams—computers and calculators on phones are not allowed. *Your calculator should allow you to raise numbers to powers and to take roots of numbers.*

GRADING:

FINAL EXAMINATION	45%
MIDTERM EXAMINATION	40%
HOMEWORK	<u>15%</u>
	100%