

Managerial Economics (ECON 101)

COURSE INFORMATION

Instructor: Vivian Zheng (jzheng68@ucsc.edu)

Lectures: 1:00-4:30 pm Tuesdays and Thursdays, on Zoom (7/25/2022 – 8/26/2022) Office Hours: TBD (remote).

[Zoom link for class meetings](#) (Meeting ID: 962 1306 3073; Passcode: 039690)

Managerial Economics, as the second course in the microeconomics series, will cover analysis of the theory and practice of decision making in business firms, applying the concepts and techniques of microeconomics. Topics may include pricing schemes, non-price competition, the internal organization of firms, incentive contracts, asymmetric information, and game theory. Case studies are used to illustrate some topics.

TEXTBOOK

Managerial Economics and Business Strategy, by Michael Baye (required)

GRADING

Homework: There will be weekly problem sets, each of which is due every Sunday at 11:59 pm. Collaboration with classmates is encouraged in working through the problems, but you must write up the solutions entirely on your own. You should submit your homework on time by uploading a PDF file to Gradescope (within Canvas).

Late policy: Submissions of homework within 24 hours past the due date will receive a 20% grade deduction; submissions more than 24 hours past the due date will not be accepted.

Exams: There is one midterm exam and one final exam.

Homework	20%
Midterm	40%
Final	40%
Participation	5% (bonus)

Tentative Schedule (Subject to Change)		
Lectures	Topics	Readings
1 7/26	Review of Intermediate Economics (Supply and Demand, Elasticity)	Baye, Chapters 1-3
2 7/28	Consumer Theory	Baye, Chapter 4
3 8/2	Production Process and Costs	Baye, Chapter 5
4 8/4	Optimal Input Procurement and The Principal-Agent Problem	Baye, Chapter 6
5 8/9	Market Structure Indices, Monopolistic, Competitive, and Monopolistic Competitive Markets	Baye, Chapters 7-8
6 8/11	Midterm (Chap 1-8); Oligopoly Models	Baye, Chapter 9
7 8/16	Oligopoly and Game Theory	Baye, Chapter 10
8 8/18	Pricing Strategies	Baye, Chapter 11
9 8/23	Economics of Information	Baye, Chapter 12
10 8/25	Final (Chap 7-11)	

Midterm Exam is in class on August.4, 2022, covering Lectures 1-5.

Final Exam is in class on August.25, 2022, covering Lectures 6-8.

ACCOMMODATION

If you have a disability and require accommodations to achieve equal access in this course, please submit your Accommodation Authorization Letter from the Disability Resource Center (DRC) to me privately during my office hours or by appointment, preferably within the first two weeks of the quarter. Contact DRC by phone at 831-459-2089 or by email at drc@ucsc.edu.

ACADEMIC INTEGRITY

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