

Course Objectives:

This course is designed to provide you with a foundation in Managerial and Business Economics. It will deal mainly with the resource allocation decision(s) that a firm faces. Examples of the type of questions we will address include: How much to produce? What price to charge? How to produce the product? How and whether to substitute one input for another? We will also spend time on forecasting and model building.

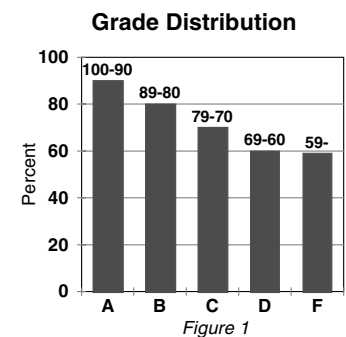
Assignments:

Class assignments consist of reading text material, homework from the end of the chapters, two midterm exams and a comprehensive final.

Grading Weights

Exam 1	33%*
Exam 2	33%*
Final	34%*

There are no makeup exams and you must take all of the exams in order to pass the class. The grade distribution is as given in figure 1 and the grade shown is the mid-point grade. If you are significantly below or above the mid-point a + or - will be given. Additional grading policies concerning the other possible grades (e.g. INC, WU) can be found at www.vandenberg.info.



The assignment schedule is on the next page. The homework are the problems that we will do in class. Those that are list as using a spreadsheet either require it (advanced analysis) or are particularly suited to be solved with a spreadsheet, a tool all of you should know how to use. It is recommended that you do them before you come to class. You may be embarrassed if you are called on and don't have anything to contribute.

The Fine Print:

You are responsible for all assigned material and all classroom material whether you attend class or not. You cannot obtain material that you missed, because of absence, from the instructor (this includes notes, handouts, etc.). If it is necessary to miss a class you will need to make arrangements with someone to obtain class material for you. It is a good idea to make these arrangements before you need them.

Office Hours:

My office is in SS 3367. You may call me at (619) 594-3027. This number is on voice mail so you can leave a message 24 hours a day, every day. Or send Email to pieter.vandenberg@sdsu.edu. I am a part-time faculty member and in general will not be here, except as listed, so email is the most effective way to contact me. My office hours are from 2:00 to 2:45 PM Tuesdays and Thursdays.

Texts:

Main Text: James McGuigan, Charles Moyer and Fredrick Harris, *Managerial Economics* (M&M) 10th Edition (New Edition)

NOTES: Pieter A. Vandenberg, *Managerial Economics Lecture Slides* (Several hundred slide that I will be using in class.)

Class Assignments:

Date	Topic	Recommended Problems	Use a Spreadsheet to Solve
8/31/04	Introduction		
9/2/04	M&M 1*		
9/7/04	M&M 2	{Prob 2-2,3}**	
9/9/04	M&M Appendix 2A	{Prob 2A-5,6,8,9}	Prob 2A-1,2 (Appendix, page 52-)
9/14/04	M&M 3, 3A		
9/16/04	M&M 3, 3A	{Prob 3-1,5,7,15}	
9/21/04	M&M 4		
9/23/04	M&M 4A		
9/28/04	M&M 4A	{Prob 4-9,10}	
9/30/04	M&M 4A	{Prob 4-12,15}	Prob 4-2, 4A-6 (Appendix, page 170-)
10/5/04	Catch up and Review		
10/7/04	Exam 1	M&M 1-4	
10/12/04	M&M 5		
10/14/04	M&M 5	{Prob 5-5,6,14}	
10/19/04	M&M 5	{Prob 5-14}	Prob 5-7****
10/21/04	M&M 7		
10/26/04	M&M 7	{Prob 7-6,7,10,12}	
10/28/04	M&M 8, 8A		
11/2/04	M&M 8, 8A	{Prob 8-2,7}	Prob 8-5,8,9
11/4/04	M&M 9**, 9A	Case Page 413	
11/9/04	Catch up and Review		
11/11/04	Exam 2	M&M 5,7,8,9	
11/16/04	M&M 10		
11/18/04	M&M 10	{Prob 10- 6,8,9, 12,13}	
11/23/04	M&M 11		
11/25/04	Holiday		
11/30/04	M&M 11	{Prob 11-6,7,8}	
12/2/04	M&M 12	{Prob 12-6,7}	
12/7/04	M&M 14***	{Prob 14-5,8}	
12/9/04	Catch up and Review		
12/14/04	Final 11AM#	Comprehensive	
12/16/04	Final 12:30PM##	Comprehensive	

** Read up to page 397

***Read to page 620, skim rest of chapter

****Note Headings in the table should be moved over one column.

Time 10:30 -12:30PM ##1:00 -3:00PM

This schedule is designed to keep you ahead of my lecture schedule. I tried to spread the assignments so that the workload is somewhat even. We will go over all of the assigned problems in class.

Exams:

The exams will be made up mostly, if not entirely, of multiple choice questions. The textbook web site (<http://www.swlearning.com/economics/mcguigan/mcguigan10e/mcguigan10e.html>--there is a link on my site) has a variety of supporting material including quizzes and sample questions, as does the study guide for the text. Please bring a Scantron sheet [Form 882 (recommended type), 882-60, or 20788] to each exam.