

University of San Carlos

Managerial Economics

Saturdays

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Course Goals

The course is aimed at introducing the student to the the different ways economic principles are used as a framework in making key management decisions within an organization. These principles in the economics of a firm are building blocks to topics in finance, marketing, operations, business strategy and many other courses in the masteral programs.

Grading Policy

There are 3 sources of the grades, as follows:

1/3 Class Participation

1/3 Exams

1/3 Case

Course Outline

I. Introduction

- A. Intro to Managerial Economics
- B. Steps in Decision Making

Individual Paper

II. Understanding Buyer's Demand

- C. Individual Demand and Buyer Behavior
- D. Estimating Market Demand
- E. Elasticities and Demand Behavior

Case 1

III. Understanding Seller's Costs

- F. Cost Behavior
- G. Economies of Scale and Scope

Case 2

Midterms

IV. Investment Decisions

- H. Capital Budgeting
- I. Other Tools for Investment Decisions

Case 3

V. Decisions Related to Industry Structure

- J. Different Types of Industry Structure
- K. Profit Maximizing Strategies in Context of Industry

Case 4

Finals

Textbook and Reading List

Wilkinson, Nick. Managerial Economics, A Problem Solving Approach
William Samuelson and Stephen Marks, Managerial Economics, 7th Edition

Other reference materials to be given online.