COQUITLAM COLLEGE
Established 1982

COURSE OUTLINE

Effective: September 2024

COURSE INFORMATION

Course Title: Managerial Economics

Course Number: ECON 250   **Credits:** 3

Total Weeks: 14 (Fall, Spring)   **Total Hours:** 39
                12 (Summer)

Course Level:
☐ First Year   ☒ Second Year
☐ New   ☐ Revised Course
☐ Replacement Course

Department: Economics   **Department Head:** S. Plater   **Former Course Code(s) and Number(s) (if applicable):** N/A

Pre-requisites (If there are no prerequisites, type NONE): ECON 101, ECON 102, and MATH 101 or equivalent

Co-requisite Statement (List if applicable or type NONE): NONE

Precluded Courses: N/A

COURSE DESCRIPTION

This course includes an introduction to microeconomics analysis, consumer choice, analysis of consumer demand, elasticity of supply and demand, theory of production, costs of production, competitive markets, pricing in monopoly markets, oligopolistic markets, employment and pricing in factor markets, externalities, public goods and government intervention. Differential calculus is used in the course.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Apply the economic way of thinking to individual decisions and business decisions.
- Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income.
- Understand the different costs of production and how they affect short and long run decisions.
- Understand economies of scale, diseconomies of scale, economies of scope, and cost complementarities, and how each affects production.
- Explain the principal-agent problem and why different forms of compensation exist.
- Understand how game theory can be used to explain a number of business decisions.
- Apply different pricing practices such as price discrimination, two-part pricing, block pricing, commodity bundling, transfer pricing, and peak-load pricing

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (*specify):*	
Total	39

COURSE OUTLINE

Grading System: Letter Grades ☒   Percentage ☐   Pass/Fail ☐   Satisfactory/Unsatisfactory ☐   Other ☐

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments: 10 % *Online homework based on each chapter's contents.*	Lab Work: 0 %	Participation: 10 % *Attendance plus Taking part in class discussions actively and constructively.*	Project: 10 % *The analysis of a company within an industry and the application of the chapters' content to the company.*
Quizzes/Test: 10 %	Midterm Exam: 30 %	Final Exam: 30 %	Other: 0 %

TEXT(S) AND RESOURCE MATERIALS

Recommended:
Michael R. Baye and Jeffrey T. Prince. Managerial Economics and Business Strategy. 10th International Student Edition. New York: McGraw Hill LLC, 2022.

COURSE TOPICS

List topics and sequence covered.

Week	Topic	Chapters
Week 1	The Fundamentals of Managerial Economics	1
Week 2	Market Forces: Demand and Supply	2
Week 3	Quantitative Demand Analysis	3
Week 4	The Theory of Individual Behaviour	4
Week 5	The Theory of Individual Behaviour	4
Week 6	The Production Process and Costs	5
Week 7	**MIDTERM EXAM**	
Week 8	The Nature of Industry	7
Week 9	Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets	8
Week 10	Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets	8
Week 11	Basic Oligopoly Models	9
Week 12	Game Theory: Inside Oligopoly	10
Week 13	Pricing Strategies for Firms with Market Power	Economics of Information	11
Week 14	**FINAL EXAM**	

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: Coquitlam College Policies
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca

Last Reviewed: September 2024
Last Revised: September 2024