

University of California, San Diego  
Department of Economics

Winter Quarter 2004  
Professor T. Groves

## Economics 170A: Managerial Economics

### Syllabus and Reading List

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This course is the first half of the Managerial Economics sequence. It covers a number of topics including the theory of the firm, demand theory and estimation, production and cost theory, and the theory of markets, including perfect competition and monopoly.

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#### Texts:

- William Samuelson and Stephen Marks, *Managerial Economics*, FOURTH Edition, Wiley, 2003
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#### Computer Access to Course Information:

All course information will be available on the course World Wide Web site at URL <http://iacs5.ucsd.edu/~ec170a>.

The class web site will contain frequently updated information about the course, including announcements, homework assignments & answer keys.

Additionally, students are encouraged to use any e-mail account to communicate privately with me at [ec170a@iacs5.ucsd.edu](mailto:ec170a@iacs5.ucsd.edu). You can find e-mail addresses of the T.A.'s. on the list of [Sections](#), [TA Offices](#) and [Office Hours](#)

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#### Exams, Homework, and Grades:

A midterm exam will be given on Wednesday, February 4,, from 6:00 - 8:00 pm in Center Hall 119. The final will be given on Friday, March 19th, 2004, from 8:00 - 11:00 a.m. The midterm will constitute about 35% of your grade and the final about 65%. Homework assignments will be assigned, approximately weekly, but will not be graded. Answers will be provided, however, and discussed by the T.A.s in section. Doing the problems will be excellent practice for the midterm and final. Not doing the problems will be risky and will increase significantly your chances of doing poorly in the course.

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#### Office Hours:



My office hours for this course will be on Wednesday afternoon from 2:00 to 3:00 pm and also by appointment. My office is room 317 of the Economics building. I can also be reached by electronic mail to ask questions, set up an appointment, and the like. You can send e-mail to my course address [ec170a@iacs5.ucsd.edu](mailto:ec170a@iacs5.ucsd.edu). I strongly encourage you to make use of this way of communicating with me. The T.A.s in the course will also hold office hours and are available via e-mail as well. See next section.



### Teaching Assistants:

This course will have two teaching assistants, and Ms. Nada Wasi and Mr. Jared Janowiak. The TAs will hold section meetings and office hours to discuss the homework problems and other material from lectures and the text, and will help grade course exams. For information about the TA's e-mail addresses, times of all section meetings and office hours see Sections and Office Hours.



### Lecture Dates, Topics, and Reading Assignments:

- **January 6 & 8: Introduction**

- Samuelson & Marks, Chapter 1, "Introduction..." pgs. 1 - 26

- **January 13 & 15: Marginal Analysis**

- Samuelson & Marks, Chapter 2, "Optimal Decision ...", pgs. 28 - 79

- **January 20, 22, & 27: Demand Analysis**

- Samuelson & Marks, Chapter 3, "Demand Analysis ...", pgs. 80 - 126 & 136 - 138

- **January 29 & February 3: Demand Estimation and Forecasting**

- Samuelson & Marks, Chapter 4, "Estimating Demand ...", pgs. 139 - 188 and Chapter 5, "Forecasting ...", pgs. 189 - 221

- **February 4: Mid-Term Exam: 6:00 - 8:00 PM Center Hall 119 (Note Room!)**



- **February 5, 10, & 12: Production Analysis**

- Samuelson & Marks, Chapter 6, "Production", pgs. 222 - 260

- **February 17, 18, & 19: Cost Analysis**

- Samuelson & Marks, Chapter 7, "Cost Analysis", pgs. 261 - 318



- **February 24 & 26: RESCHEDULED LECTURES**

- The February 24 lecture will be given Wednesday, February 18, from 6:00 - 7:50 pm in Center Hall 119
- The February 26 lecture will be given Wednesday, March 3, from 6:00 - 7:50 pm in Center Hall 119

- **March 2, 3 & 4: Market Structure I: Competition**

- Samuelson & Marks, Chapter 8, "Perfect Competition", pgs. 321 - 359

- **March 9 & 11: Market Structure II: Monopoly (Revisited) and Monopolistic Competition**

- Samuelson & Marks, Chapter 9, "Monopoly", pgs. 360 - 392

- **March 19: Final Exam 8:00 - 11:00 a.m.**