



A POLYTECHNIC INSTITUTION

School of Business

Program: Post Diploma Business Administration

Option:

**Econ 2000
Managerial Economics**

Start Date: September 2007

End Date: December 2007

Total Hours: 45 **Total Weeks:** 15

Term/Level: 1 **Course Credits:** 3

Hours/Week: 3 **Lecture:** 2 **Lab:** 1

Shop: **Seminar:** **Other:**

Prerequisites

is a Prerequisite for:

Course No. Course Name

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None

None

Course Description:

Focuses on the issues of resource allocation within a business. It will examine how managers can utilize economics, finance, and decision theory to aid in these critical decisions. The course will consider how differences and changes in the internal operating conditions and in the external political-economic environment can affect a manager's resource allocation decisions. Topics include incremental analysis, short- and long-run decision-making and basic financial analysis.

Evaluation:

Lab	10	%
Midterm I	25	%
Midterm II	25	%
Final Exam	40	%
TOTAL	100	%

Evaluation Policy:

If the weighted average mark across all of your exams and quizzes is below 50%, you will have failed this course – in this event, your Lab assignments/attendance and projects will not be considered as a part of your final mark.

Lab and lecture attendance is mandatory.

Compliance with the "Course Notes (Policies and Procedures)" sections (see page 4).

Tentative Schedule

Material to be Covered	Chapter Reading
Introduction and Goals of the Firm	1
Review of Fundamental Economic Concepts	2
Demand Analysis	3
Production Economics	4
Cost Analysis	5
Pure and Monopolistic Competition	6
Monopoly and Dominant Firms	7
Oligopoly	8
Organizational Architecture	10
International Managerial Economics	12
Long-Term Investment Decisions	TBA

Note: Instructor reserves the right to change the course schedule as the course proceeds.

***This schedule is subject to change at the instructor’s discretion. Students should read this schedule as rough guide-line to events and material covered. It is highly likely that that the schedule will change as the course progresses to adjust for the rate at which students learn the course material.**

Information for Students:

Assignments: Late assignments and projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Illness: A doctor’s note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Course Learning Outcomes/Competencies

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

- Demonstrate a basic understanding of managerial economic principles;
- Apply key economic concepts and models to explore the complexity and integrated nature of business problems;
- Integrate information technology with managerial economics tools to make better business decisions;
- Make use a unified economic framework for analyzing resources allocation decisions in a rapidly changing dynamic global economy;

Verification:

I verify that the content of this course outline is current.

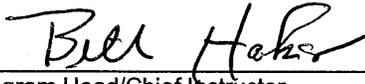
Bob Delorme 

 Authoring Instructor

Sept 2007

 Date

I verify that this course outline has been reviewed.

Bill Hooker 

 Program Head/Chief Instructor

Sept 4 2007

 Date

I verify that this course outline complies with BCIT policy.

Chris Jaques 

 Associate Dean

Sept 8 / 07

 Date

Instructors:

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	Office Hrs.:	TBA	E-mail Address:	bdelorme@bcit.ca

Textbook:

James McGuigan, William Rentz, Alfred Kahl, Charles Moyer, Fredrick Harris (2005), *Managerial Economics: Applications, Strategy and Tactics*, Nelson, Thomson

Examinations

Dates for your midterm exams will not be altered for any reason. Should you miss a midterm exam and have a valid excuse, provisions will be made to re-weight the other exams. Moreover, it is departmental policy not to allow students to write the final exam on any date other than the officially scheduled date, except for cases involving extenuating circumstances such as a family emergency or health problems.

Economics is not a course in which you can expect to do well by studying just before an exam. **To do well in this course it is imperative that you stay current with the reading.**