

Cover Sheet: Request 10397

ECO, 7XXX, Managerial Econ (DBA)

Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Shaw,Martha L shawml@ufl.edu
Created	9/4/2015 10:58:42 AM
Updated	11/19/2015 1:43:14 PM
Description	This class provides an analytical treatment of economic principles used in determining the behavior of consumers, firms and markets. The course is research and theory based. Business decisions often require numerical solutions, and therefore formal optimization, algebraic, geometric and game theoretic techniques will be developed and used.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CLAS - Economics 011643001	Knight, David T		9/4/2015
No document changes					
College	Recycled	CLAS - College of Liberal Arts and Sciences	Pharies, David A	If this is an introductory graduate course, it should have a 5000-level designation. You variously state contact hours as 3, 36 and 48. A prerequisite should be stated, even if it is "graduate status in the DBA program". The course description must be rewritten; the Committee suggests the following: "Presentation and analysis of economic principles used in determining the behavior of consumers, firms and markets. Introduction to numerical techniques needed for business decisions and research, including formal optimization, algebraic, geometric, and game theoretic techniques." Course objectives must be stated following the format: "Students who successfully complete this course will be able to....".	10/29/2015
Deleted Managerial Economics.pdf					9/21/2015
Added Managerial Economics.pdf					9/21/2015

Step	Status	Group	User	Comment	Updated
Department	Approved	CLAS - Economics 011643001	Knight, David T		11/3/2015
No document changes					
College	Approved	CLAS - College of Liberal Arts and Sciences	Pharies, David A		11/19/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/19/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 10397

Info

Request: ECO, 7XXX, Managerial Econ (DBA)
Submitter: Knight,David T thomas.knight@ufl.edu
Created: 11/3/2015 9:47:08 AM
Form version: 10

Responses

Recommended Prefix: ECO

Course Level : 7

Number : XXX

Lab Code : None

Course Title: Managerial Econ (DBA)

Transcript Title: Managerial Econ (DBA)

Effective Term : Spring

Effective Year: 2016

Rotating Topic?: No

Amount of Credit: 3

Repeatable Credit?: No

S/U Only?: No

Contact Type : Regularly Scheduled

Degree Type: Professional

Weekly Contact Hours : 36

Category of Instruction : Advanced

Delivery Method(s): On-Campus

Course Description : Presentation and analysis of economic principles used in determining the behavior of consumers, firms and markets. Introduction to numerical techniques needed for business decisions and research, including formal optimization, algebraic, geometric, and game theoretic techniques.

Prerequisites : Graduate status in the DBA program

Co-requisites : None

Rationale and Placement in Curriculum : ECO7XXX is a course specifically designed for the Doctor of Business Administration (DBA) program which is a professional degree offered as a track under the Ph.D. degree. The course is a 3 credit course taken at the Outset of Year 1 in preparation for the subsequent terms with 36 hours of contact. This course is required for all DBA students. Students must pass this one-week course in order to progress into the remainder of DBA curriculum which has many advanced classes using managerial economic modeling techniques and principles to analyze the market environment of business decisions. Proficiency in managerial economics is necessary for the research requirements of the DBA program.

Course Objectives : Students who successfully complete the course will be able to (i) use economic analytical techniques to master the state-of-the-art literature on managerial economics; (ii) use their comprehensive understanding of the market environment to successfully completing other advanced, applied courses in the DBA program; (iii) identify research topics in managerial economics leading to publishable papers.

Course Textbook(s) and/or Other Assigned Reading: The textbook for this class is David Besanko, David Dranove, Mark Shanley, Scott Schaefer, Economics of Strategy, Sixth Edition, 2013, John Wiley & Sons, designated below as Besanko et al.

Weekly Schedule of Topics : COURSE OUTLINE

1. Economic Foundations and Principles = 12 contact hours

"Optimization Techniques" in Bruce Allen, Neil Doherty, Keith Weigelt, Edwin Mansfield,

Managerial Economics, Norton, 6th Edition, 2005, Chapter 2.

Besanko et al., Economics Primer: Basic Principles.

Besanko et al., Chapter 2 : The Horizontal Boundaries of the Firm.

2. The Market Environment of Business Decisions = 12 contact hours

Besanko et al., Chapter 5: Competitors and Competition.

"How High-Tech Markets Develop" in Geoffrey Moore, Paul Johnson and Tom Kippola, The Gorilla Game, Harper Collins Publishers, 1999, pp 21-46.

3. Strategic Interactions = 12 contact hours

Besanko et al., Chapter 9: Strategic Positioning for Competitive Advantage

Besanko et al., Chapter 8: Industry Analysis.

Besanko et al., Chapter 6: Entry and Exit

Grading Scheme : There will be five graded quizzes which will determine your final grade. You will have about 30 minutes to complete each quiz. Each quiz is worth 20 points leading to a maximum cumulative score of 100. Practice questions similar to those appearing in each quiz are posted in the class web site (Canvas).

UF grading policies:

Policy available at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

This link gives details of how grade points are assigned for individual grades, how GPA is calculated and other related information. Please familiarize yourself with these policies.

Accommodations/Disability:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc/> by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Evaluating Course:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu> . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Instructor(s) : Elias Dinopoulos

310 Matherly Hall

352-392-8150

dinopoe@ufl.edu

Office Hours: After class and by appointment

ECO 6XXX course specifically designed for the Doctor of Business Administration (DBA) program which is a professional degree offered as a track under the Ph.D. degree.

Contact Hours: 36 (Details in Schedule)

**UNIVERSITY OF FLORIDA
DEPARTMENT OF ECONOMICS
ECO 6936
Managerial Economics**

Fall 2015

Instructor: Elias Dinopoulos

Office: MAT 310

Telephone: 392-8150

Office Hours: Daily from 12:00 noon until 1:00 pm and also by appointment.

E-mail: dinopoe@ufl.edu

Web site: <http://people.clas.ufl.edu/dinopoe>

Course Description: This class provides an analytical treatment of economic principles used in determining the behavior of consumers, firms and markets. The course is research and theory based. Business decisions often require numerical solutions, and therefore formal optimization, algebraic, geometric and game theoretic techniques will be developed and used.

The class will address several basic questions including the following: What are the determinants of firm size and behavior? Why some industries are profitable and some are not? How do strategic decisions affect market equilibrium and competitive advantage? What is the best way to deal with actual and potential competitors?

Course Goals: The course has two primary goals: first, students will be taught the theoretical economic principles that necessary to master the state-of-the-art literature on managerial economics; second, a comprehensive understanding of the market environment is pivotal for successful completion of the DBA curriculum which has many advanced courses analyzing the impact of market environment on business decisions.

Grades: There will be five graded quizzes which will determine your final grade. You will have about 30 minutes to complete each quiz. Each quiz is worth 20 points leading to a maximum cumulative score of 100. Practice questions similar to those appearing in each quiz are posted in the class web site (Canvas).

The following distribution will be used to translate numerical cumulative scores into letter grades.

Grade Distribution

Numerical Score Range	Letter Grade
95.00 – 100.00	A
90.00 – 94.99	A-
80.00 – 89.99	B+
70.00 – 79.99	B
60.00 – 69.99	B-
50.00 – 59.99	C+
40.00 – 49.99	C
30.00 – 39.99	C-

Reading Materials: The textbook for this class is David Besanko, David Dranove, Mark Shanley, Scott Schaefer, *Economics of Strategy*, Sixth Edition, 2013, John Wiley & Sons, designated below as *Besanko et al.*

Electronic Communication: There is a class web site in Canvas which will serve as the electronic communication platform for this class.

COURSE OUTLINE

1. Economic Foundations and Principles

“Optimization Techniques” in Bruce Allen, Neil Doherty, Keith Weigelt, Edwin Mansfield, *Managerial Economics*, Norton, 6th Edition, 2005, Chapter 2.

Besanko et al., *Economics Primer: Basic Principles*.

Besanko et al., Chapter 2 : The Horizontal Boundaries of the Firm.

2. The Market Environment of Business Decisions

Besanko et al., Chapter 5: Competitors and Competition.

“How High-Tech Markets Develop” in Geoffrey Moore, Paul Johnson and Tom Kippola, *The Gorilla Game*, Harper Collins Publishers, 1999, pp 21-46.

3. Strategic Interactions

Besanko et al., Chapter 9: Strategic Positioning for Competitive Advantage

Besanko et al., Chapter 8: Industry Analysis.

Besanko et al., Chapter 6: Entry and Exit

Enrollment in this course constitutes acknowledgement of the following:

- 1) Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/currnet/regulations/info/attendance.aspx>.
- 2) I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the University.
- 3) Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.
- 4) Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu> Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.