

Business Economics I (Spring)

Managerial Economics

Instructor: Prof. Kotaro Tsuru

Required (1st yr.) / Introductory Subjects / 2 credits

The objective of this course is to learn basic microeconomic topics such as demand, supply, and markets in a manner that emphasizes their managerial relevance within today's business environment. Students are required to make presentation on the content of the following textbook in the class. If you intend to take this class, please be sure to attend at both Week 1 and Week 2 classes.

Course Plan:

- No.1 Introduction
- No.2 Topic allocation, selective review of Chapter 2 and 3 - lecture
- No.3 Demand (Chapter 4) pp.120-128, 129-135- student's presentation
- No.4 Demand (Chapter 4) pp.135-141, 141-146- student's presentation
- No.5 Production and Cost (Chapter 5) pp.156-164, 164-171- student's presentation
- No.6 Production and Cost (Chapter 5) pp.171-178, 178-185 - student's presentation
- No.7 Review of Chapter 4 and 5
- No.8 Small Test I
- No.9 Market Structure (Chapter 6) pp.193-201, 201-206 - student's presentation
- No.10 Market Structure (Chapter 6) pp.206-212, 212-217 - student's presentation
- No.11 Pricing with Market Power (Chapter 7) pp.223-231, 232-239 - student's presentation
- No.12 Pricing with Market Power (Chapter 7) pp.239-244, 244-248 - student's presentation
- No.13 Review of Chapter 6 and 7
- No.14 Small Test II
- Other Summary

Method of Evaluation:

Attendance, class participation, presentation, and small tests if necessary, report

Textbooks:

J. Brickley, C. Smith and J. Zimmerman, *Managerial Economics and Organizational Architecture*, Sixth Edition, McGraw-Hill International Edition, 2016

Lecturer's Comments to Students:

Students should read Chapter 1 and 2 of the textbook before the course starts.