Course Outline 2018
ECON 202: MANAGERIAL ECONOMICS (15 POINTS)

Semester 1 (1183)

Course Description
Applies economic principles to achieve better management and strategic decisions in real-world business situations. Covers costs and investment, transaction costs and vertical integration, behavioural economics, incentives, non-linear pricing, product bundling and product differentiation, entry deterrence, international business, and government regulation of business.

Programme and Course Advice
Prerequisite: ECON 101 or ECON 191 or ECON 151

Goals of the Course
To familiarise the student with the application of economic principles and analysis to the internal management of private and public sector firms, and to the strategic and other issues faced by firms in competitive market environments, nationally and globally.

Learning Outcomes
By the end of this course it is expected that the student will be able to:

1. Demonstrate familiarity with the principles of Managerial Economics
2. Be able to apply these principles to real-world business problems
3. Be knowledgeable about the social and global setting of business

Content Outline
Week 1 (Revision): Supply, Demand, Elasticity
Week 2: Econometrics & Forecasting
Week 3: Vertical Integration; Behavioural Economics
Week 4: Production & Costs
Week 5: Project Analysis
Week 6: Pricing with Market Power; Market Structures
Week 7: Price Discrimination & Non-linear Pricing
Week 8: The Economics of Management
Week 9: Game Theory & Oligopoly Pricing
Week 10: Business Strategy
Week 11: Business in World Markets
Week 12: Business & Government
**Learning and Teaching**

There will be three hours of lectures and one tutorial hour each week. In addition to attending class, students should expect to spend about six hours each week preparing for and reviewing lectures, working on assignments, and preparing for the final exam. Lectures will be recorded.

**Teaching Staff**

**Professor Tim Hazledine**, *Course Coordinator*, Room 673, 6th Floor, Owen G. Glenn Bldg; email: t.hazledine@auckland.ac.nz

**Learning Resources**


A Course Book with lecture slides and tutorials will be available from the B&E bookshop, OGGB, Level 0. This material will also be put up on CANVAS.

**Assessment**

Two assignments worth 20% each

Final exam (three hours, covering the whole course) worth 60%

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<tr>
<th>Learning Outcome</th>
<th>Assignments 1 &amp; 2</th>
<th>Final Exam</th>
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**Inclusive Learning**

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.