University of Arkansas − Fort Smith
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General Syllabus

ECON 4343 Managerial Economics

Credit Hours: 3   Lecture Hours: 3   Laboratory Hours: 0

Prerequisite (s): Admission to the business program or consent of instructor.

Effective Catalog: 2024-2025

I.   **Course Information**

   A. **Catalog Description**

   Integrates microeconomic theory with concepts from business statistics, finance, management, and marketing. Designed to prepare students for real-world decision making as business managers. Examines the use of microeconomic theory in an empirical setting. Specific topics include demand estimation and forecasting, production and cost analysis, and strategic decision making in the presence of various market structures.

II.   **Student Learning Outcomes**

   A. **Subject Matter**
   Upon successful completion of this course, the student will be able to:

   1. Graph and solve mathematical representations of economic problems using supply/demand analysis, market equilibrium determination, marginality concepts, and profit maximization decision rules.
   2. Analyze how consumers make and adjust consumption decisions based on utility, available income, and product prices.
   3. Calculate and interpret various elasticity measures.
   4. Understand the production and cost structure of the firm in the short and long runs.
   5. Convert between total, marginal, and average measures of utility, revenue, and cost.
   6. Specify and estimate demand functions as well as production and cost functions using common statistical methods.
   7. Summarize the role of market structure (perfect vs. imperfect competition) in the firm's profit maximization decision and profit potential.
   8. Discuss how economic incentives complicate the relationship between managers and stakeholders in the firm (principal-agent problem).
   B. **University Learning Outcomes**
        This course addresses the following University Learning Outcome (ULO):

        Analytical Skills

Critical Thinking Skills - Students will identify a problem or issue. Students will generate solutions/analysis of problems/issues evaluated and will assess and justify the solutions and/or analysis.

Analytical Skills
Quantitative Reasoning - Students will apply appropriate mathematical models to solve problems. Students will represent mathematical information symbolically, visually, numerically and verbally and will interpret models and data with appropriate technology in order to draw inferences, and they will recognize the limitations of quantitative analysis.

III.   **Major Course Topics**

   A.   Managers, Profits, and Markets
   B.   Demand, Supply, and Equilibrium
   C.   Marginal Analysis
   D.   Estimation Techniques
   E.   Consumer Choice Theory
   F.   Elasticity and Demand
   G.   Demand Estimation and Forecasting
   H.   Short-Run Production and Cost
   I.   Long-Run Production and Cost
   J.   Estimation of Production and Cost Functions
   K.   Decision Making in Competitive Markets
   L.   Decision Making for Firms with Market Power