



DAVIS UNIVERSITY

COURSE SYLLABUS
SSC300 MANAGERIAL ECONOMICS
SUMMER QUARTER 2026

QUARTER: SUMMER QUARTER 2026

COURSE SYLLABUS FOR: SSC300 MANAGERIAL ECONOMICS

CREDIT HOURS: 5 CREDITS

INSTRUCTOR:

INSTRUCTOR EMAIL:

INSTRUCTOR OFFICE HOURS:

COURSE DESCRIPTION: This course introduces students to the application of economic theory and methodology to managerial decision-making in modern business environments. Covering demand analysis, production and cost functions, market structures, pricing strategies, and risk assessment, students develop analytical skills to optimize firm behavior under constraints. Emphasis is placed on marginal analysis, forecasting, and strategic thinking in competitive and imperfectly competitive markets. Through case studies, quantitative techniques, and real-world applications, students learn to evaluate business alternatives and formulate evidence-based strategies.

PREREQUISITES: Macroeconomics, Managerial Accounting

TEXT: Managerial Economics: Foundations of Business Analysis and Strategy, 14ed. Christopher R. Thomas, McGraw Hill, ISBN13: 9781264498680, Additional readings will be provided by the instructor.

LATE WORK POLICY: All students are expected to submit homework assignments electronically on the date specified on the syllabus. No late homework will be accepted and the student will receive a “0” (zero) for the homework assignment. Should the student refuse to complete the assigned work for the class, it could result in the student failing the class. All work assigned is expected to be completed on the date assigned. The instructor reserves the right to alter the schedule as necessary. Please be sure to check your email/Moodle for any changes to the schedule.

PLAGIARISM AND COPYRIGHT INFRINGEMENT POLICY: Work that is found to be plagiarized receives a grade of zero and often causes a student to fail a class. Documentation of plagiarism is added to the student’s academic file as a violation of accepted student conduct and is subject to disciplinary action. Plagiarism is the use of another person’s exact words, or their ideas written in the student’s words without giving the original author credit.

Plagiarism can result from any of the following:

- Quote material directly without using quotation marks.
- Paraphrase the original so that many of the phrases are the same as the original. A good rule is no more than 3 or 4 words in a row should be the same as the original.
- Copy the original sentence pattern, substitution synonyms for key words.
- Neglect to indicate the source of the original material.

ASSESSMENTS:

Content

Quizzes	20%
Exams	50%
Projects	20%
Participation	10%
Total	100%

COURSE GRADE:

A+ = 97%–100%	C+ = 77%–79%
A = 93%–96%	C = 73%–76%
A– = 90%–92%	C– = 70%–72%
B+ = 87%–89%	D+ = 67%–69%

B = 83%–86%	D = 63%–66%
B– = 80%–82%	D– = 60%–62%
	F = Below 60%

TENTATIVE CLASS SCHEDULE:

(Subject to change)

Week	Content Covered	Assignments & Assessment Due
Week 1:	Chapter 1: Managers, Profits, and Markets Chapter 2: Demand, Supply, and Market Equilibrium Chapter 3: Marginal Analysis for Optimal Decisions Chapter 4: Basic Estimation Techniques	
Week 2:	Chapter 5: Theory of Consumer Behavior Chapter 6: Elasticity and Demand Chapter 7: Demand Estimation and Forecasting	
Week 3:	Chapter 8: Production and Cost in the Short Run Chapter 9: Production and Cost in the Long Run Chapter 10: Production and Cost Estimation	Midterm Exam-Friday
Week 4:	Chapter 11: Managerial Decisions in Competitive Markets Chapter 12: Managerial Decisions for Firms with Market Power Chapter 13: Strategic Decision Making in Oligopoly Markets	
Week 5:	Chapter 14: Advanced Pricing Techniques Chapter 15: Decisions under Risk and Uncertainty Chapter 16: Government Regulation of Business	Final Exam-Friday