



Managerial Economics

Before We Begin.....

It's OKAY not to have opinion about something.

It's OKAY to admit that you are wrong.

It's OKAY to say "IDK".

It's OKAY to make mistakes.

It's OKAY to fail.

BUT let's not always choose to fail or consistently make mistakes or staying wrong or wilfully blind.

New information is an invitation to question old ones.

The faster you recognize your mistakes - the less wrong you become



Course Introduction

- ❖ The course aims at cultivating participants' understanding of the micro-economic environment that is instrumental for business decision making.

Course Delivery Method

- ❖ The course will follow the course outline provided in detail (uploaded in VC).
- ❖ Students are advised to study the prescribed book or any other reference book.
- ❖ DO NOT confine yourself only on the basic book or reference book or the lecture slides

Course Delivery Method

- ❖ Lectures
- ❖ Followed by Case Study
- ❖ Case Study Followed by Group Discussion
- ❖ Group Discussion followed by Analytical Case Review Write Ups
- ❖ And Analytical Assignments on the topics discussed



Evaluation Criteria

	Assessments/Tasks	Weightage
1	Quizzes (Individual Work) - 5	15%
2	Case Presentation + Case Analysis (Group Work) - 6	20%
3	Take Home Assignments (Individual Work)-3	15%
4	Class Participation, Regularity and Conduct	10%
6	End Term Examination	40%

About Quizzes

- ❖ Altogether 5 Quizzes may be taken at random without notice.
- ❖ All these assignments are designed to test your **understanding** of the economic concepts and not your **memorization** power.



About Case Presentation

- ❖ The presenter group is expected to conduct a thorough analysis of the case and prepare 30 minutes presentation on the date specified.
- ❖ The grading will be based on the slides and on the class presentation.
- ❖ All the groups need to submit Case Analysis of the case prior the presentation.
- ❖ Altogether 6 cases are allotted one for each group for the presentation.

About Case Presentation

Case Presentation TOPIC
Hurricane Sandy: Supply, Demand & Appropriate Responses to the Gas Shortage
Black River Farms
Search Engines in Search for Fair Play
Pricing the EpiPen: This is Going to Sting
Tanner Pharmaceuticals and Price of New Drug
Pricing Games: Sony PlayStation & Microsoft Xbox

Date of Presentation will be advised later in VC

About Assignments

- ❖ Date of submission will be notified along with the assignment with enough time to do the assignment.
- ❖ Any assignments submitted after the said due date will be graded minus 20% on the obtained marks.
- ❖ It is valid only if the assignment is submitted within 3 days of the said due date, after which it will NOT be graded.
- ❖ Due dates will not be changed because of earlier absences.
- ❖ All the works need to be complete to claim any grades.
- ❖ Solutions of the problems will be either discussed in class or will be uploaded in VC.

About Regularity/Attendance

Attendance %age	Grade
100%	5
99% - 95%	4
94% - 90%	3
89% - 85%	2
84% - 80%	1
Below 80%	0

**Remaining
5% will be
awarded on
the basis of
the Class
Participation
and conduct**



Code of Conduct

Code of Conduct

- ❖ No mobile phone calls or text messages allowed during the class.
- ❖ Late arrival after 10 minutes of the class timing will be marked as absent.
- ❖ Once the attendance is taken and you arrive within 10 minutes of the class timing you are marked as late (L).
- ❖ 2 L will make one ABSENT in VC.
- ❖ 80% attendance is mandatory to sit for End Term Exam
- ❖ **NO** Make up for Quiz, Assignments, Presentation and End Term Exam



Basic Text

**Viva-Norton
Student
Edition**

Managerial Economics

Theory, Applications, and Cases

Seventh Edition

**W. Bruce Allen
Keith Weigelt
Neil Doherty
Edwin Mansfield**


If you can access to eighth edition, that would be fine as well (but it is not yet available through Viva-Norton).



Other References

1. Economics for Managers by Mark Hirschey. Thomson.
2. Managerial Economics by Craig Petersen, W. Lewis and Sudhir Jain. Pearson.
3. Managerial Economics by D. Salvatore and R. Srivastava. Oxford University Press.
4. Economics for Business by John Sloman and Mark Sutcliffe. Pearson.





Other Readings

- Newspapers

- Magazines:

- (1) The Economist

- (2) Businessweek

- (3) Business Today



The background is a vibrant, abstract composition of yellow and orange hues. It features a dense, irregular pattern of splatters, droplets, and a halftone dot pattern, giving it a textured, artistic feel. The colors are layered, with some areas appearing more saturated than others.

Additional Information

- ❖ Presession learning via Textbooks and lecture slides are a good source of preparation for class lectures, discussions, and activities. Since no textbook is without errors, read the text carefully. Feel free to ask about anything in the text, which seems confusing and/or erroneous.
- ❖ Feel free to ask questions about the material presented in class and/or the textbook.
- ❖ Extra classes will be conducted on our mutual convenience.

- ❖ Office hours are as per class routine; other times available by appointment.
- ❖ Email : anupama@kusom.edu.np
- ❖ Viber : 9841184988 (after 7am and before 6pm)



Lastly

- ❖ CR - please make 6 groups for case presentations
- ❖ CR - Select the TOPIC for presentation on lottery basis - so its fair
- ❖ CR - please form a group Viber for the subject
- ❖ Access VC regularly





NEXT

Managerial Economics

Economist's Guide

Unit #1