

UC Berkeley
Haas School of Business
Economic Analysis for Business Decisions
(EWMBA 201A)

Course Outline

Contact information

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Location and time

09:00-13:00 (break 10:50-11:10) / 14:00-18:00 (break 15:30-16:10)

Aug 13	Berkeley	Sep 17	Berkeley
Aug 20	Berkeley	Sep 24	Santa Clara
Aug 27	Berkeley	Oct 1	Berkeley
Sep 10	Santa Clara	Oct 10	Berkeley

No Class on Sep 3 (Labor Day Holiday). The midterm exam will be held on Sep 10 and the final exam will be held on Oct 10.

Office hours

- Office hours will be held after class. Online office hours (Skype or phone) by appointment.
- You can also e-mail me any question, and I will try to respond promptly.
- I'd also be happy to discuss with you any issues beyond the course work, not necessarily of microeconomic substance.

Reading material

The only required (and recommended) textbook for the course is:

Microeconomics (7th edition) by Robert Pindyck & Daniel Rubinfeld (henceforth PR).

The book presents the main topics a level (almost) suitable for our purposes. There are also many more excellent books around.

Some additional readings (cases!) will be made available through the course website (study.net) and in class.

Problem sets

The course will rely heavily on problem sets. Each week a problem set will be assigned and will generally be due the following week.

The problem sets are meant to be learning tools and thus will not be counted for the course grade. All questions in the problem sets are a required material.

Many of the questions will be assigned from PR. There are no group assignments Please work on the problem sets with each other (and with me). Complete answer keys will be distributed.

Grading and exams

Grading will be based *only* on the midterm (50%) and the final (50%). The final exam will be closed book. Exams will be based on problem set type questions.

The core grade distribution is:

A	15%
$A-$	20%
$B+$	25%
B	20%
$B-$	15%

Tentative outline

- Module I (Aug 13)

The economic agent (PR ch. 3 and 5)

→ Choice under uncertainty and uncertainty.

- Module II (Aug 20)

Production and the costs production (PR ch. 6 and 7)

→ Cost concepts and the relations among costs.

- Module III (Aug 27 and Sep 10)

Competitive markets and economic efficiency (PR ch. 8 and 9)

→ Maximizing short- and long-run profits.

- Module IV (Sep 17 and Sep 24)

Monopolistic markets and economic inefficiency (PR ch. 10 and 11)

→ Pricing with market power and its social costs.

- Module V (Oct 1)

Game theory (PR ch. 12 and 13)

→ Gaming and strategic decisions.

Class representatives

The EWMBA Program Office requires selecting (or electing) two class representatives. Tasks include:

facilitating communication between students and faculty and conducting mid and final course evaluations.

Bonus: periodic e-mails from the Program Office regarding evaluation procedures.

It must be fun (and most of it must also be useful)

Feedback, Feedback, Feedback