

**UC Berkeley
Haas School of Business
Economic Analysis for Business Decisions
(EWMBA 201A)
Fall 2012**

Course Outline

Contact information

Instructor: Shachar Kariv

- Office: 505 Evans Hall (Economics Department)
- Phone: 510-643-0712
- E-mail: kariv@berkeley.edu
- Skype: [shachar_kariv](https://www.skype.com/people/shachar_kariv)
- Web page: www.econ.berkeley.edu/~kariv

Location and time

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

Aug 11	Berkeley	Sep 15	Berkeley
Aug 18	Berkeley	Sep 22	Berkeley
Aug 25	Berkeley	Sep 29	Santa Clara
Sep 8	Santa Clara	Oct 6	Santa Clara

No Class on Sep 1 (Labor Day Holiday). The midterm exam will be held on Sep 8 and the final exam will be held on Oct 6.

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.

- Tue & Thu 8:00-9:30 PM
 - www.timetrade.com/book/X6QRK

- Wed 9:00-10:30 PM
 - www.timetrade.com/book/RHP12

GSI: Matthew Leister (leister@berkeley.edu).

Reading material

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

Microeconomics (8th 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. Many of the questions will be assigned from PR.

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.

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 exam (50%) and the final exam (50%). The exams will be closed book and will be based on problem set type questions.

Core courses in all the programs must adhere to the following grade distribution:

<i>A</i>	15%
<i>A-</i>	20%
<i>B+</i>	30%
<i>B</i>	20%
<i>B-</i>	15%

Tentative outline

- Module I (Aug 11)

The economic agent (PR ch. 3 and 5)

→ Consumer choice under certainty and uncertainty.

- Module II (Aug 18)

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

→ Cost concepts and the relations among costs.

- Module III (Aug 25 and Sep 8)

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

→ Maximizing short- and long-run profits.

- Module IV (Sep 15 and Sep 22)

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

→ Pricing with market power and its social costs.

- Module V (Sep 29)

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