

UC Berkeley
Haas School of Business
Economic Analysis for Business Decisions
(EWMBA 201A)
Fall 2014

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 15:50-16:10)

Aug 16	Berkeley	Sep 20	Berkeley
Aug 23	Berkeley	Sep 27	Berkeley
Sep 6	Silicon Valley	Oct 4	Berkeley
Sep 13	Berkeley	Oct 12	Silicon Valley

No Class on Aug 30 (Labor Day Holiday). The midterm exam will be held on Sep 13 during class and the final exam will be held on Oct 12.

Office hours

- In-person office hours will be held after class. Online office hours (Skype or phone) by appointment Tue-Thu 21:00-23:00 (sign-up via bspace).
- You can also e-mail me and the GSIs any question, and we 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 (not necessarily 8th edition) by R. Pindyck and D. Rubinfeld (henceforth PR).

The book presents the main topics a level (almost) suitable for our purposes. No pre-lecture reading assignments.

Some additional readings (cases!) will be made available through the course website (bspace and 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. All 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 and the GSIs). Complete answer keys will be distributed.

Grading and exams

Grading will be based only on the midterm exam (50%) and a (noncumulative) 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 16 and 23)
 - The economic agent (PR ch. 3 and 5)
Consumer choice under certainty and uncertainty.
- Module II (Sep 6)
 - Production and the costs production (PR ch. 6 and 7)
Cost concepts and the relations among costs.

- Module III (Sep 13)

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

Maximizing short- and long-run profits.

- Module IV (Sep 20)

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

Pricing with market power and its social costs.

- Module V (Sep 27 and Oct 4)
 - Game theory (PR ch. 12 and 13)
Gaming and strategic decisions.

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

Feedback, Feedback, Feedback!