

Syllabus for BBUS 310
Managerial Economics
University of Washington Bothell School of Business
Spring 2025

Instructor: Wonjin Lee

Class Meetings (via Zoom): 3:30–5:30 PM on Mondays and Wednesdays

Office Location: Online

Office Hours (via Zoom): 5:30–6:30 PM on Mondays and Wednesdays, and by appointment

E-mail: wleejin@uw.edu

Website: Lecture links and all course-related materials will be posted on Canvas: <https://canvas.uw.edu>

Textbook: The primary textbook for this course is strongly recommended but not required to complete the assignments. Older editions are also acceptable.

- *Managerial Economics and Strategy* by Jeffrey M. Perloff and James A. Brander (3rd Edition, 2020, Pearson)

Two supplementary texts that may be helpful:

- *Intermediate Microeconomics: A Modern Approach* by Hal R. Varian and Marc Melitz (10th Edition, 2024, W. W. Norton & Company)
- *Introductory Econometrics: A Modern Approach* by Jeffrey Wooldridge (8th Edition, 2025, Cengage Learning)

Description: This course examines how microeconomic theory informs business decision-making. Students will use economic principles and empirical methods to analyze business problems. The focus is on understanding the behavior of individuals and firms across various market settings.

Learning Objectives: At the end of the course, the student should be able to

1. Explain supply and demand in competitive markets.
2. Apply quantitative methods for empirical analysis.
3. Analyze how demand influences firm decisions such as pricing, marketing, and product positioning.
4. Examine firm behavior under various market structures.
5. Interpret current economic events using managerial economic frameworks from the course.

Prerequisites: The official prerequisite for this course is a minimum grade of 1.7 in either B MATH 144, STMATH 124, or MATH 112 (or equivalent). In practice, however, the course assumes prior completion

of Calculus, Introduction to Microeconomics, and Introduction to Statistics—all of which are required for admission to the Business major.

Grading: Your grade will be based on quizzes, problem sets, a midterm exam, and a final exam. There are no make-up quizzes, problem sets, or exams. A missed assessment will receive zero points. Only university-approved excuses will be accepted for missing the midterm exam, and you must notify me in advance. If excused from the midterm, the final exam will be re-weighted accordingly. No exceptions will be made for the final exam.

- **Quizzes (10%):** Students must complete all reading assignments before they are discussed in class. There will be five quizzes administered during class time via Canvas, based on the readings. Each quiz will be scored from 0 to 2. Quiz dates will not be announced in advance.
- **Problem Sets (20%):** There will be four biweekly problem sets assigned via Canvas. Collaboration is encouraged. Each set will be scored from 0 to 5. An “honest effort” on all questions should earn at least a 3. Students are expected to submit a single PDF file containing clearly written, easy-to-read solutions. The goal is to provide practice and real-time feedback.
- **Midterm exam (30%):** The midterm exam will be conducted online via Canvas during the regular class time on April 30. It will cover assigned readings and class discussions. Further details will be posted on Canvas.
- **Final Exam (40%):** The final exam is cumulative and scheduled for June 9. More details will be posted on Canvas.
- **Grade Distribution:** A ($\geq 90\%$); A- ($\geq 86\%$); B+ ($\geq 83\%$); B ($\geq 80\%$); B- ($\geq 76\%$); C+ ($\geq 73\%$); C ($\geq 70\%$); C- ($\geq 66\%$); D+ ($\geq 63\%$); D ($\geq 60\%$); D- ($\geq 56\%$); E ($< 56\%$).

Guest Speakers: Throughout the quarter, we will have guest speakers join our class to share their professional experience. These speakers may include professionals from various industries and organizations. Guest lectures are intended to connect course content to real-world applications and offer insight into career paths in economics, business, and data science. Students are expected to actively participate in these sessions as part of their professional development.

Online Classroom Etiquette: To foster an inclusive and respectful virtual classroom environment, the following guidelines apply:

- Students are expected to keep their cameras on during Zoom sessions.
- Microphones should remain muted unless speaking or asking a question.
- Active participation is encouraged—ask questions, contribute to discussions, and engage with the material.
- If a student violates attendance or etiquette expectations, they will receive one warning. Continued issues may result in removal from the class session.

Tentative Schedule				
Week	Session	Date	Reading Assignment	Topic
1	1	Mar 31	Syllabus overview; ch. 1	Supply and Demand
	2	Apr 2	ch. 2 & 3	
2	3	Apr 7	ch. 5 (HW1 due on Apr 13)	Producer Theory: Production
	4	Apr 9		
3	5	Apr 14	ch. 6	Producer Theory: Costs
	6	Apr 16		
4	7	Apr 21	ch. 7 (HW2 due on Apr 27)	Producer Theory: Profits
	8	Apr 23		
5	9	Apr 28	Guest Speaker 1/Review Session	
	10	Apr 30	Mid-term exam	
6	11	May 5	ch. 8	Perfect Competition
	12	May 7		
7	13	May 12	ch. 9 & 10 (HW3 due on May 18)	Monopoly
	14	May 14		
8	15	May 19	ch. 11	Oligopoly
	16	May 21		
9	17	May 26	NO CLASS - MEMORIAL DAY	Game Theory
	18	May 28	ch. 12 (HW4 due on Jun 1)	
10	19	Jun 2	Guest Speaker 2	
	20	Jun 4	Review Session	
11	21	Jun 9	Final Exam	

Academic Integrity:

Plagiarism, cheating or any kind of fraud will not be tolerated. Students are expected to read, know, and strictly uphold the academic integrity standards specified in the University of Washington Student Conduct Code, found in the Washington Administrative Code (WAC), Chapter 478-120, sections 010 and 145. Here is the link:

<http://apps.leg.wa.gov/WAC/default.aspx?cite=478-120>

You are also strongly encouraged to read the campus academic integrity policy:

<http://www.uwb.edu/academic-affairs/about/policies/studentconduct/student-guide>

University of Washington Bothell students are expected, at all times, to maintain the highest standards of academic integrity and behavioral conduct. Students, faculty, and staff are asked to report whenever misconduct is observed or suspected. When in doubt regarding a possible infringement of the code, ask for guidance before acting.

Access and Accommodations**Disability resources:**

Your experience in this class is important to me. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law. If you have already established accommodations with Disability Resources for Students (DRS), please activate your accommodations via myDRS so we can discuss how they will be implemented in this course.

If you have not yet established services through DRS, but have a health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), contact DRS directly to set up an Access Plan. DRS facilitates the interactive process that establishes reasonable accommodations. Contact DRS at uwbdrs@uw.edu. DRS may be reached at uwbdrs@uw.edu, 425.352.5426.

Mental health:

Managing mental health is key to success, and as UWB students you are not alone. The Counseling Center serves actively enrolled UW Bothell and Cascadia College students by providing brief mental health services that enhance student wellbeing and assist their growth and academic success. Their professionally licensed clinicians are committed to compassionate, ethical services from a place of cultural humility to students of every background.

For Our Military Community:

Welcome! We at UW Bothell understand that the transition into civilian life can be challenging for our veteran students. We have many resources for any who may want to reach out for guidance or support. For assistance from Veteran & Military Community Programs, please email Linh Thai, Program Manager for Veterans & Military Community Programs, at leon2004@uw.edu or call 425.352.3943.

For those of you needing more URGENT support, please dial 988 and press 1 (<https://www.veteranscrisisline.net>). The phone number for The Suicide Prevention Hotline is 1.800.273.8255, or connect with the UWB CARE Team: <https://www.uwb.edu/studentaffairs/care-team>.

Religious Accommodations:

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request accommodations, is available at Religious Accommodations Policy:

<http://registrar.washington.edu/staffandfaculty/religious-accommodations-policy>

Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form:

<http://registrar.washington.edu/students/religious-accommodations-request/9>