

Fin. 4334
Managerial Analysis
Spring, 2015

Bill Alexander

Office: UCBB 302C (Univ. classroom and bus. bld.)

Office hours: Mon. and Wed. 1:15 –2:30. and by appointment

Email: walexander@uh.edu (best method of contacting me); be judicious in your use of email. Ask questions during and after class if possible.

Phone: 713-743-4269

Textbook: Fin. 4334: “Microeconomics” (8E) by Pindyck and Rubenfield; ISBN: 978-013-285-712-3

Use of the prior edition is appropriate

Wall St. Journal (optional; \$15 for 15 weeks): WSJ.com/studentoffer

Course Evaluation / Grading:

	<u>grading weight</u>
Exam I (2/27)	33%
Exam II (4/6)	33%
Exam III (Final)TBA	34%
Optional paper (see below)	

Exam make-ups: All students must take the final. Makeup exams will be offered during class on **Mon., 5/4, if you miss exam 1 or 2. This is not a re-take.**

Optional paper: 10+ page analysis on a suitable topic related to microeconomic theory. Please select a topic. I am pleased to discuss topics with you in person (adds 5 points on course avg.). **The paper is due 4/27 in hard copy form. Do not send the paper via email. No extensions.**

Grading Scale: (A curve may apply. This can only be determined after the final exam.)

B	80-89
C	70-79
D	60-69
F	below 60

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C.T.Bauer College of Business. **No violations of this policy will be tolerated in this course.** A discussion of this policy is included in the University of Houston student handbook. Students are expected to be familiar with this policy.

Accommodations for Students with Disabilities

The C.T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructor in a timely manner.

Classroom Etiquette

Attendance is strongly recommended. It is the rare student who can learn material on their own and do well in a class they do not attend. For the benefit of your fellow classmates and me, please refrain from regularly arriving late to class or leaving early. In addition, please do not disturb the class with pagers, phones, or conversation with your fellow students during class. Needless to say, this is extremely distracting and rude to others and the instructor. Cell phones are to be kept in your purse or backpack during class. If you use a laptop to take notes in class, make sure that is what you are doing. Any other use of your laptop during the lecture is unacceptable. **Regularly violating these common procedures will detract from your final grade in the class.**

Also, once you are in class, plan on staying until the end of the period. If you are not feeling well or need to leave early for an appointment, let the professor know and sit near the front of the class. This is common courtesy and will be expected behavior in the business environment you are about to enter.

Non-Academic Items / Networking: Please consider having an updated resume and a business card (you can print cards off your p.c.). Also, consider networking with your fellow students, those within your academic department / college, alumni (west side of Robertson Stadium before games), etc. The following are university related websites that you may find to be of interest: coogfans.com, houston.rivals.com, thecougaweb.com, and uhstudents.com. This is not an endorsement of specific websites, just a suggested way to connect with UH students, alums, friends of the university, et al. Finally, think about joining the Student Alumni Organization (SAO) that provides numerous contacts with your peers and faculty (uh.edu/alumni/sao).

It is also very important to join some of the Bauer organizations such as the Finance Association, etc. These organizations provide another vehicle for interaction with fellow classmates and importantly, with members of the Houston business community.

Other issues:

- Career Discussions: I am pleased to function as a sounding board, review resumes, etc. Please review the networking section below.
- **You are strongly encouraged to participate in class discussions; your questions and ideas will always be treated in a respectful manner**

<u>Date</u> (week of)	<u>Chapter</u>	<u>Topic</u>
1/19		Course overview
1/21	ch. 1	(1/19 MLK holiday) Basic concepts / Macroeconomic setting
1/26		Supply / Demand analysis
2/2	ch. 2-3	Elasticity; supply-demand applications
2/9	ch. 3	Consumer Theory
2/16	2/17	
		Review (2/23)
2/23		Exam I: ch. 1-3 (2/25)
3/2	ch. 4	Individual and market demand
3/9	ch. 6	Begin Theory of the Firm: Production
3/16		Spring break
3/23	ch. 7	Cost analysis
3/30	3/26	Review (4/2)
4/6		Exam 2: ch. 4-5
4/13	ch. 8	Competitive supply
	ch. 9	competitive supply applications (tentative)
4/20	ch. 10/12	Monopoly and monopolistic competition
4/27	ch. 12	Oligopoly
		Review for final; Ex. Credit paper is due on or before 4/27 in hard copy form. Do not send the paper via email. No extensions
5/4	(last class)	Make up exams

FINAL Exam: Exam 3 (ch.8,10,12); TBA