



# ECON 205 A01

## Managerial Economics

Fall Session: 2025 09 – CRN 11086, 1.5 Unit Value,

**Lecture A01** TWF 10:30 -11:20 am Cornett A120

### UVic Land Acknowledgement

We acknowledge and respect the Lək'wəŋən (Songhees and X̱w̱sepsəm/Esquimalt) Peoples on whose territory the university stands, and the Lək'wəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day.

**Instructor Name: Betty Johnson**

**Office:** BEC 324

**E-Mail:** [bettyj@uvic.ca](mailto:bettyj@uvic.ca)

**Method of contact and availability:**

**Office Hours:** Wednesday 2:30 – 3 pm or by appointment on zoom:

**Zoom link:** <https://uvic.zoom.us/j/87065135921?pwd=NmMwZzd0V3R5UVpEd1VvaGVqVDVEZz09>

**TA Name:** Idler

**Office:** TBA

**Email:** [jdlerarelus@uvic.ca](mailto:jdlerarelus@uvic.ca)

**Office Hours:** TBA

### Teaching and assessment modality statement

This course is face to face and all exams are held in person. Attendance is not mandatory but encouraged. There are no plans to hold any classes online. If illness occurs, I will post an online video in place of regular class.

## Course Content

***“Basic microeconomic theory and optimization techniques and their application to managerial decision making. Topics include demand, production, and cost analysis; market structure and pricing practices; and regulation. Course also examines estimation, forecasting, international implications, and case studies.”***

The objective of this course is to introduce you to techniques and tools to deal with the economics of managerial decision making. Managerial economics deals with the application of economic principles and methodologies to the decision-making process of the firm operating under conditions of risk and uncertainty. Managers solve their decision problems with the aid of basic economics principles, concepts and methods. Based on the principles of microeconomics, managerial economics offers theories to explain the behaviour of consumers, producers and suppliers of inputs of production. Managerial economics attempts to create a foundation to allow business firms to solve their objectives by drawing on other disciplines that include statistics, finance, marketing and management.

## Course prerequisites/corequisites

### Note(s)

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- Credit will not be granted for ECON 205 if ECON 203 or ECON 302 has already been completed.
- ECON 203 and ECON 205 cannot be taken concurrently.

### Prerequisites

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- Complete 1 of:
  - [ECON103](#) - Principles of Microeconomics (1.5)
  - [ECON103C](#) - Introduction to Principles of Microeconomics and Financial Project Evaluation (1.5)
  - [ECON180](#) - Introduction to Economics and Financial Project Evaluation (1.5)

## Repeating Courses

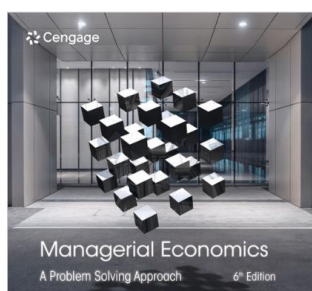
Be aware of the policy regarding the repeating of courses; see [University Calendar](#).

In order to request permission to attempt this course for the third time, you must follow the instructions provided under the [Repeating Courses](#) policy on the Economics website.

Failure to obtain permission will result in deregistration from the course.

## Textbook

The etextbook can be purchased from the Campus Bookstore or online. (Required)



### Access the eTextbook

**\$77.95**

ISBN: 9780357748329

[Tell me About Cengage eTextbooks](#)

☒ Access until August 24, 2026

\$77.95

**ADD TO CART**

E-book – **eTextbook: Managerial Economics: A Problem Solving Approach ISBN 9780357748329 (Price - \$77.95)**

- Student Purchasing Site – [Froeb Managerial Economics Student Purchasing Site](#)

## Brightspace

*Brightspace* is used extensively for the course. All students are expected to be fully functional with the system. The lecture notes will be posted in *Brightspace*. Please note that the lecture notes online are only outlines of the actual lectures.

All announcements will be posted in *Brightspace*. Students are advised to check it frequently.

## Learning Outcomes

*Students will be able to discuss and expand from the following:*

- *the concept of principles in microeconomics with a step up into calculus*
- *supply and demand applications solved and analyzed in a critical fashion*
- *rational expectations and consumer theory*
- *recognize the apply market structures to individual business applications*
- *critique corporate governance*
- *estimation techniques for populations (applications)*

## Course Structure, Assessments, and Grading

### Statement about learning components

*Lectures and presented live, live-streamed on zoom and recorded and posted on Brightspace.*

*Assignments are posted on and submitted on Brightspace.*

## Use of AI

*I stopped using AI a few years ago. AI should not be used for assignments unless otherwise stated.*

## Grading Scheme

The course grade is determined as follows:

5 homework assignments, each carrying a weight of 5%

5 in-person midterm exams, each carrying a weight of 15%

## Mandatory/Essential Course Components

*All exams are essential course requirements, meaning, they must be attempted in order to pass the course. Note that essential course requirements are deferrable.*

## Dates of Assessments, Due Dates of Assignments

**Assignment(s):** Assignments will be posted on Brightspace. The following are the due date:

**Assignment #1: September 15**

**Assignment #2: October 6**

**Assignment #3: October 20**

**Assignment #4: November 3**

**Assignment #5: November 24**

**All Assignments are due at midnight PST.**

**Midterm(s):** The in-person midterm exams are scheduled for:

Midterm #1: September 17

Midterm #2: October 8

Midterm #3: October 22

Midterm #4: November 5

Midterm #5: November 28

Students are advised not to make work or travel plans until after the examination timetable has been finalized. Students who wish to finalize their travel plans at an earlier date should book flights that depart after the end of the examination period. Students do not qualify for an academic concession if travel plans conflict with the examination.

[Attendance:](#) Attendance is voluntary but encouraged.

## Grading Scale

A+	90-100%
A	85-89%
A-	80-84%
B+	77-79%
B	73-76%
B-	70-72%
C+	65-69%
C	60-64%
D	50-59%
F or N	0-49%

Students should review the University's more detailed [summary of grading](#).

## Missing Assessments

Should students encounter a situation where they miss an exam or cannot submit an assignment at its due date, they may qualify for an academic concession. Students are required to indicate the specific grounds on which they are requesting an academic concession and provide a justification outlining the impact of the circumstances on their ability to complete course requirements. For in-course extensions, please [fill in the form and follow the instructions on the form](#).

## Waitlist Policies

- Instructors have no discretion to admit waitlisted students or raise the cap on the course.
- Students on the waitlist should discuss with the instructor how to ensure they are not behind with coursework in the event they are admitted.
- Registered students who do not participate as specified in this outline during the first 7 calendar days from the start of the course may be dropped from the course.
- Registered students who decide not to take the course are responsible for dropping the course and are urged to do so promptly out of courtesy toward waitlisted students.
- Waitlist offers cease after the last date for adding courses irrespective of published waitlists.

## Academic Integrity

Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility. Students are expected to observe the same standards of scholarly integrity as their academic and professional counterparts. A student who is found to have engaged in unethical academic behaviour, including the practices described in the [Policy on Academic Integrity](#) in the University Calendar, is subject to penalty by the University.

The University reserves the right to use a plagiarism software to detect violations of academic integrity.

## Appeals

Depending on the nature of your concern, the order in which you should normally try to resolve the matter is:

1. Me, the course instructor
2. the Associate Chair: [econassoc@uvic.ca](mailto:econassoc@uvic.ca)
3. the Associate Dean of Academic Advising
4. the Senate.

If you're seeking a formal review of an assigned grade, you should also consult the regulations in the academic calendar regarding [review of an assigned grade](#)."

*I prefer to deal with grade inquiries on assignments and exams in writing.*

## University Policies and Statements

Please note that this course is executed in a manner consistent with these University statements and policies.

- a. University Calendar - Section "[Information for all students](#)"
- b. [Creating a respectful, inclusive and productive learning environment](#)
- c. [Academic Integrity](#)
- d. [Academic Concession Regulations](#), [Academic Concession and Accommodation](#), Academic Accommodation – [Policy AC1205](#)
- e. [Accommodation of Religious Observance](#)
- f. [Student Conduct](#)
- g. [Non-academic Student Misconduct](#)
- h. [Accessibility](#)
- i. [Diversity / EDI](#)
- j. [Equity statement](#)
- k. [Sexualized Violence Prevention and Response](#)
- l. Discrimination and Harassment [Policy](#)

## Resources for students

- a. [Student wellness](#)
- b. [Centre for Accessible Learning](#)
- c. [UVic Learn Anywhere](#). UVic Learn Anywhere is the primary learning resource for students that offers many learning workshops and resources to help students with academics and learning strategies.
- d. [Library](#) resources
- e. Centre for Academic Communication ([CAC](#))
- f. Learning Strategies Program ([LSP](#))
- g. [Academic Advising](#)
- h. Economics Undergraduate Advising: [ecadvice@uvic.ca](mailto:ecadvice@uvic.ca)
- i. [Student Awards and Financial Aid](#)
- j. [International Student Advising](#)
- k. Indigenous student services ([ISS](#))
- l. [Student groups and resources](#) including UVic [Ombudsperson](#)

## Student Experience of Learning (SEL) Survey

I value your feedback on this course. Towards the end of term, you will have the opportunity to complete a confidential SEL survey regarding your learning experience. The survey is vital to providing feedback to me regarding the course and my teaching, as well as to help the department improve the overall program for students in the future.

## E-mail Correspondence

Emails should be limited to critical matters, such as inability to attend class, an exam, or prolonged illness, and should include the course name and number in the subject line. Questions on course material should be asked during office hours or in class. The standard format for writing a letter must be used. This means it should begin with a salutation (e.g. Dear....), include full sentences and it must conclude with a signature that includes your **full name and V#**. Text message lingo should not be used.

## Electronic Devices

Non-programmable calculators are permitted during exams.

## Educational Technology involving storage outside Canada

N/A

## Course Structure

Weeks	Topic	Chapter Reference	Assessment
(Week 1)	Introduction	1-5	
(Week 2)	Math Review Supply and Demand	6, 8	
(Week 3)	Rational Consumer Behaviour/Choice	6, 8	Midterm 1 Sept. 17 ASMT #1 Sept. 15
(Week 4)	Rational Consumer Behaviour/Choice	8	
(Week 5)	Production and Costs	3, 4, 5, 7	
(Week 6)	Production and Costs	5, 6	Midterm 2 October 8 ASMT#2 October 6
(Week 7)	Perfect Competition	9, 10,	
(Week 8)	Perfect Competition	9, 10	Midterm #3 October 22 ASMT #3 October 20
(Week 9)	Monopoly, Oligopoly and Monopolistic Competition	9	
(Week 10)	Monopoly, Oligopoly and Monopolistic Competition	9 , 11, 12 & 15, 16	Midterm #4 November 5 ASMT #4 November 3
(Week 11)	Reading Break	9, 11, 12, & 16	
(Week 12)	Corporate Governance	21, 22, 23	
(Week 13)	Price Discrimination	7	Midterm #5 November 28 ASMT #5 November 24