ECON 205 A01
Managerial Economics

Winter Session: 202609 – First Term, Fall 2026, CRN (11111), 1.5 Units, 3-0-0

September 9 – December 7, 2026

Tuesday, Wednesday, and Friday, 10:30 AM–11:20 AM

Cornett Building B135

UVic Land Acknowledgement

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

Instructor Name: Gregory Harder

Office: TBA

Method of contact and availability: gregoryharder@uvic.ca. I will normally respond to legitimate course-related questions and concerns within two business days.

Office Hours: Tuesday, Wednesday, Friday 11:30 AM–12:00 PM in person.

TA Name: Kowsar Mostatabi

Office: TBA

Email: kmostatabi@uvic.ca

Office Hours: TBA

Teaching and assessment modality statement

This course is face to face and all exams are held in person.

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. The course also examines estimation, forecasting, international implications, and case studies.

ECON 205 applies microeconomic reasoning to managerial and business decisions. The course develops tools for analyzing demand, consumer choice, production and costs, competitive and imperfectly competitive markets, pricing decisions, firm organization, and strategic interaction. Emphasis is placed on using economic models, algebra, graphs, and empirical evidence to analyze decisions and interpret market outcomes.

Course prerequisites/corequisites

Complete 1 of:
ECON 103 – Principles of Microeconomics (1.5)
ECON 103C – Introduction to Principles of Microeconomics and Financial Project Evaluation (1.5)
ECON 180 – Introduction to Economics and Financial Project Evaluation (1.5)

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.

Repeating Courses

A student may not attempt a course a third time without the prior approval of the Dean of the Faculty and the Chair of the Department in which the course is offered unless the calendar course entry states that the course may be repeated for additional credit. A student who has not received this approval may be deregistered from the course at any point and may be asked to withdraw from his or her declared or intended program.

Textbook

Required

Jeffrey M. Perloff and James A. Brander, *Managerial Economics and Strategy*, 4th edition, Pearson, 2026.

ISBN: 978-0-13-537446-7

Available as an eText from Pearson.

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 who successfully complete the course will be able to:

- analyze demand, supply, market equilibrium, elasticity, and government interventions;
- apply consumer theory to explain individual and market demand;
- analyze production technologies, costs, and cost-minimizing input choices;
- determine profit-maximizing decisions under alternative market structures;
- evaluate pricing strategies, including price discrimination and other forms of non-uniform pricing;
- analyze strategic interaction among firms using oligopoly models and game theory;
- interpret empirical demand relationships and use economic evidence to inform managerial decisions;
- evaluate selected public-policy and regulatory implications of firm and market behaviour.

Course Structure, Assessments, and Grading

Statement about learning components

Classes combine lectures, worked examples, graphical analysis, and problem solving. Online quizzes provide repeated practice and reinforcement. Written assignments provide opportunities to apply economic models and methods in greater depth. The term tests and final examination assess students' understanding and application of the course material.

Lectures will not be recorded.

Use of AI

Generative AI is not authorized in this course. Students may use basic spell-checking tools, but may not use generative AI to generate, complete, manipulate, revise, correct, or otherwise alter work submitted for assessment. Unauthorized use of generative AI may constitute a violation of UVic's Policy on Academic Integrity.

Grading Scheme

The course grade is determined as follows:

Component	**Weight**
Online Quizzes (9)	10%
Assignments (5)	30%
Term Test 1	15%
Term Test 2	15%
Final Examination	30%
Total	**100%**

The five assignments are weighted equally at 6% each. The nine online quizzes are weighted equally within the 10% online quiz category. Students may attempt each quiz an unlimited number of times, and the highest attempt is recorded.

Mandatory/Essential Course Components

The final exam is essential and thus deferrable.

Dates of Assessments, Due Dates of Assignments

Assessment Components

Online quizzes provide low-stakes practice and reinforcement of course concepts. The five written assignments require students to apply economic models, graphical analysis, quantitative methods, and economic reasoning to specific problems. Term Test 1 assesses material covered from the beginning of the course through October 6. Term Test 2 assesses material covered from October 9 through November 4. The final examination is held in person during the December examination period. The final examination is closed book. A calculator is permitted.

Assessment	Date / Due Date	Weight
Online Quizzes	Available until December 7, 2026 at 11:59 p.m.	10%
Assignment 1: Newspaper Article Analysis	September 29, 2026	6%
Assignment 2: Estimating Demand with Regression	October 16, 2026	6%
Term Test 1	October 7, 2026	15%
Assignment 3: Perfect Competition	November 3, 2026	6%
Term Test 2	November 6, 2026	15%
Assignment 4: Monopoly	November 24, 2026	6%
Assignment 5: Oligopoly and Strategic Interaction	December 4, 2026	6%
Final Examination	Scheduled by the University during the December examination period	30%

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.

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 to provide a justification outlining the impact of the circumstances on their ability to complete course requirements. The Request for In-course Extension form should be used. In case you miss the final exam, fill in a request for a deferral. I will not respond to informal requests for academic concessions that do not follow these procedures.

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 is fundamental to all scholarly work. At the University of Victoria (UVic), students are expected to comply with the university's academic regulations and must not engage in acts of dishonesty, falsification, misrepresentation, or deception in any academic work. Violations of the University's academic integrity policy may result in academic or disciplinary consequences.

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
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.

Grade inquiries must be submitted in writing within one week of the grade being released. Please identify the specific question, calculation, or grading criterion that you would like reviewed.

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. Accessibility
h. Diversity / EDI
i. Equity statement
j. Sexualized Violence Prevention and Response
k. Discrimination and Harassment Policy

Resources for students

a. Student wellness
b. Centre for Accessible Learning
c. UVic Learn. UVic Learn 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. Academic Skills Centre (ASC)
f. Learning Assistance Program (LAP)
g. Academic Advising
h. Economics Undergraduate Advising: 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.

Course Structure

Course activities subject to change

Assessment dates and assignment due dates are listed on page 4.

Date	Perloff & Brander	Topic
Sept. 9	1	Course introduction and orientation
Sept. 11	Instructor materials	Applied mathematics toolkit
Sept. 15	2	Demand and Supply Functions; Market Equilibrium
Sept. 16	2	Comparative Statics; Price Controls
Sept. 18	3	Elasticity Definitions; Elasticity Calculations
Sept. 22	3	Price Elasticity Properties; Elasticity and Total Expenditure
Sept. 23	2–3	Taxes; Taxes and Elasticity
Sept. 25	2–3	Tax Incidence and Relative Elasticity; Estimating Demand and Forecasting
Sept. 29	4	Indifference Curves; Budget Lines
Sept. 30	No class	No class: National Day for Truth and Reconciliation
Oct. 2	4	Consumer Choice; Deriving Individual Demand
Oct. 6	4	From Individual Demand to Market Demand
Oct. 7	Term Test 1	Term Test 1
Oct. 9	5	Production Functions; Short-Run Production
Oct. 13	5–6	Isoquants and MRTS; Isocost Lines
Oct. 14	6	Cost Minimization; Cobb-Douglas Cost Minimization
Oct. 16	6	Economic Costs; Short-Run Costs
Oct. 20	6–7	Long-Run Costs and Learning by Doing; Why Firms Exist
Oct. 21	7	Firm Organization and Governance; Market Structures
Oct. 23	8	Short-Run Decisions in a Perfectly Competitive Market
Oct. 27	8	Horizontal Summation and Cost Effectiveness; Long-Run Equilibrium
Oct. 28	8–9	Willingness to Pay and Economic Surplus; Introduction to Monopoly
Oct. 30	9	Monopoly Revenue, Output, and Profit
Nov. 3	9, 16	Algebraic Monopoly Pricing and Markup; Monopoly Welfare and Public Policy
Nov. 4	9, 16	Natural Monopoly and Price Regulation
Nov. 6	Term Test 2	Term Test 2
Nov. 10	No class	No class: Reading break
Nov. 11	No class	No class: Reading break and Remembrance Day

Nov. 13	10	Pricing with Market Power; Perfect Price Discrimination
Nov. 17	10	Group Price Discrimination and Market Segmentation
Nov. 18	10	Nonlinear Price Discrimination
Nov. 20	10	Other Non-Uniform Pricing Strategies
Nov. 24	11	Monopolistic Competition
Nov. 25	11	Oligopoly
Nov. 27	12	Strategic Interaction and Game Theory
Dec. 1	12	Nash Equilibrium and Firm Strategy
Dec. 2	11–13	Repeated Games and Collusion
Dec. 4	13, 16	Sequential Games, Competition, and Applications

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

Electronic devices are allowed in lectures for classroom activities. Cell phones must be turned off. Electronic devices are not allowed during exams, except for permitted calculators.