



ORIGINAL COURSE IMPLEMENTATION DATE: April 1992  
 REVISED COURSE IMPLEMENTATION DATE: September 2026  
 COURSE TO BE REVIEWED (six years after UEC approval): February 2032  
 Course outline form version: 26/01/2024

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note: The University reserves the right to amend course outlines as needed without notice.**

<b>Course Code and Number:</b> ECON 307	<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>										
<b>Course Full Title:</b> Managerial Economics <b>Course Short Title:</b> Managerial Economics											
<b>Faculty:</b> Faculty of Social Sciences	<b>Department (or program if no department):</b> Economics										
<b>Calendar Description:</b> Applies intermediate microeconomic analysis to business and economic decision-making. Topics include consumer demand, production and costs, market structures, pricing strategies, and game theory. The course examines how economic models inform real-world business dynamics while incorporating Indigenous perspectives and case studies to explore how market structures can promote or hinder equity, inclusion, and diverse participation.											
<b>Prerequisites (or NONE):</b>	45 university-level credits, including ECON 100, and one of MATH 111 or MATH 141.										
<b>Corequisites (if applicable, or NONE):</b>	None.										
<b>Pre/corequisites (if applicable, or NONE):</b>	None.										
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Every semester</b> Maximum enrolment (for information only): <b>28</b>										
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">45</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;"><b>Total hours</b></td> <td style="text-align: center;"><b>45</b></td> </tr> </table>	Lecture/seminar	45							<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course. <b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>
Lecture/seminar	45										
<b>Total hours</b>	<b>45</b>										
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes											
<b>Department approval</b>	<b>Date of meeting:</b> March 14, 2025										
<b>Faculty Council approval</b>	<b>Date of meeting:</b> June 6, 2025										
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> February 27, 2026										

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Describe models of consumer choice under certainty and uncertainty.
2. Analyze costs of production and supply.
3. Identify how different market structures affect economic opportunities for small businesses, cooperatives, and Indigenous enterprises.
4. Determine appropriate pricing and output strategies for various market structures.
5. Examine the impacts of monopolies on equity, access to essential goods, and Indigenous economic sovereignty.
6. Use game theory to model strategic decision-making focusing on examples that reflect the challenges and opportunities for Indigenous and marginalized entrepreneurs.
7. Discuss the role of information in markets, highlighting how unequal access to information affects marginalized groups and exploring the role of traditional Indigenous knowledge in decision-making.
8. Apply economic analysis to problems in business.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Final exam:	40%	Assignments:	40%	%
Quizzes/tests:	20%		%	%

**Details:**

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Instructional Methods** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures will develop theories and apply them to problems in economics and business. There will be extensive use of graphing and problem solving. Both formal analytic analysis and the economic intuition that underlies it are used.

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Baye	Managerial Economics and Business Strategy, 10th Edition. McGraw-Hill	2021
2. Textbook	Perloff, Brander	Managerial Economics and Strategy, 4 <sup>th</sup> Edition. Pearson	2025
3. Textbook	Thomas	Managerial Economics, 14 <sup>th</sup> Edition, Pearson	2024
4.			
5.			

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)***Course Content and Topics**

- The theory of individual consumer behaviour
- Applications of indifference curve analysis
- The relationship between indifference curve analysis, demand curves, and elasticity
- Production and costs
- Introduction to market structures
- Perfect competition
- Monopoly
- Pricing with market power
- Bertrand competition, capacity constrained competition, and Cournot competition
- Product differentiation and advertising
- Introduction to game theory
- Repeated games
- Collusion
- Multistage games
- The role of information and informational problems in markets
- Externalities and public goods