BUEC 211:
Business Economics, Organization, and Management
Sections B03/B04

Winter 2026

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Office:	Business Building, BUS 3-40G	
Office Hours:	Thursdays 9-10 AM BUS 3-40G	
Time and Location:	In-person	
	Section B03: MWF 12-12:50	@ T 1-103
	Section B04: TR 14-15:20	@ BUS 1-05
Website:	Canvas	
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Note: This syllabus is tentative and may be subject to change by the instructor if required. Please reference the date associated with the version of this syllabus against the syllabus on Canvas.

Communication & Class Website

Class announcements, materials, and in-class activities will be posted on the Canvas Course Page (linked). It is your responsibility to check Canvas announcements and your e-mail regularly. All registered students should have access to the course page. I strongly recommend asking questions to either me or your peers on the Canvas Discussion Board. To do this, click "Add Discussion" on the page. This provides a public good to your classmates that likely have similar questions.

If you choose to personally email me or the TA with questions or inquiries not meant for the discussion board, please use "BUEC 211" and your Section Number in the email heading; we may not read your emails otherwise. Again, the Canvas discussion board is **strongly recommended** for general questions about course content and will be checked regularly.

1 Course Description

The course aims to provide students with a thorough training in the foundations of microeconomics, with applications to the strategic management of organizations. Economics provides incredible tools to make business decisions. However, I often find that students get lost in solving abstract problems that have little obvious relevance to their future careers. The purpose of this course is to show you how to use economic reasoning to make you a better decision maker on the job. To help make decisions, you will rely on formal economic models. Crucially, you will also demonstrate your ability to think critically: to look beyond these models and draw real-world conclusions. Please refer to the Alberta School of Business' **Competency Goals** (see Section 5).

The course will cover: 1) supply, demand, and market equilibrium, 2) consumer choice, 3) producer behaviour, cost minimization, and cost functions, and 4) industrial organization (monopoly, oligopoly, and product pricing). Each topic will blend theory with thought-provoking applications to managerial decision making.

Mandatory Prerequisites ECON 101, ECON 102, and MATH 154 or equivalent. Not open to students with previous credit in ECON 281. Students may not receive credit for both BUEC 211 and BUEC 311.

2 Textbook

Perloff, Jeffrey M., and James A. Brander. *Managerial Economics and Strategy.* 3th ed., Pearson, 2020.

This digital textbook is **not** required; a proactive student may do fine without it. I will only test you on concepts covered in class. However, I **recommend** the textbook for a few reasons:

1. We will follow the textbook material quite closely. The textbook is a great supplement to class notes to help with your understanding.
2. It has good practice problems beyond those I provide on Canvas. You should use these if you feel you will benefit from extra practice (as many often do). Beyond practice problems I will post on Canvas, I will also assign recommended practice problems from the textbook.
3. The Pearson MyLab add-on has many good features, including the ability to save digitized notes and flashcards with the text, and additional online practice I will recommend as a supplement to core practice problems.

The second edition of the textbook is likely fine, but some assigned questions at the end of each section may be different from the 3rd edition.

3 Evaluations & Grading

Your overall course grade will consist of 5 assessments. See Section 4 of this syllabus for the list of topics to be covered.

1. Midterm Exam I (20%)

   Midterm administered via the Learning Assessment Centre (LAC) in Week 5. Covers Topics 1 and some of 2.

2. Midterm Exam II (20%)

   Midterm administered via the LAC in Week 9. Covers untested portion of Topic 2, Topic 3, and some of Topic 4.

3. Final Exam (30%)

   Cumulative final exam (Topics 1-4). See Section 6 for dates.

   Note: for all exams you will be provided with some scrap paper and a formula sheet. You must bring a **non-graphing** calculator. (Graphing calculators are strictly prohibited). You may not bring your own notes.

4. Team case presentation (20%)

   Work in groups of up to 5 to 6 students and create a 15 minute presentation. If you do not choose a group by the deadline on this syllabus, one will be assigned to you (See the Calendar on Section 6). All presentations will take place sometime in the **last two weeks of class** (Weeks 12 and 13). More details on timing will follow.

   Groups can choose one of three topics, each assuming the role of firm management facing a problem:

   1) Should your dominant ride-sharing platform (e.g. Uber) adopt "Surge Pricing"? Why or why not? What are the benefits and costs to the company? How would your answer depend on what competing platforms are doing (e.g. Lyft) and how they may respond?

   2) The Canadian federal government just repealed the consumer carbon tax. How should your large gasoline wholesaler (e.g. Shell) respond? How will your wholesale competitors respond? How will your wholesaler be affected?

   3) Should your dominant music platform (e.g. Spotify) use "big data" on users to group-price discriminate? Why or why not? If not, on what consumer characteristics would group price discrimination be desirable and/or possible? How might your decision depend on what competing platforms (e.g. Apple Music) are doing?

   Your group will apply models we have learned in class to answer these questions. The most relevant of these models will be those discussed in **Topic 4**. They will also need to think beyond these models to draw real-world conclusions. Additional details, rubrics, and recommended starting resources will be posted on Canvas for each topic choice.

5. Participation (10%)

   On random weeks, I will take attendance in lectures. At the end of the semester, I will also solicit a short reflection from each student that summarizes their engagement in lectures. The participation grade will be the average of your overall attendance grade and the grade I assign to your reflection. I will not tell you how many time(s) I will grade attendance. The purpose of this is not to punish you for missing classes for legitimate reasons. This is to incentivize you to immerse yourself in our learning environment and build a healthy routine around coming to campus.

4 Topics

Over the semester, we will discuss five broad topics:

1. **Supply, Demand, and Market Equilibrium** (Weeks 1-3, Textbook Ch. 2 and 3.1)

   (a) How shifts in supply and demand affect equilibrium output and prices
   (b) Price elasticity of demand and supply

2. **Consumer Theory** (Weeks 3-5, Textbook Ch. 4)
   (a) Axioms of consumer theory, Utility functions
   (b) Convex preferences, Marginal Rates of Substitution
   (c) Complementary and substitutable goods
   (d) Budget Constraints, Utility maximization, Demand functions

3. **Producer Theory** (Weeks 5-7, Textbook Ch. 5 and 6; excluding sections 6.4 and 6.5)
   (a) Marginal Rates of Technical Substitution
   (b) Cost Minimization and its relation to consumer theory
   (c) Input substitutability and prices
   (d) Cost functions; returns to scale
   (e) Technological change

4. **Industrial Organization** (Weeks 7-11, Textbook Ch. 8, 9, 10 excluding 10.6, 11 excluding 11.4, 12.1, 13.2, and 13.3. Includes additional content on lecture slides.)
   (a) Perfect Competition
   (b) Monopoly
   (c) Pricing Strategies (1st, 2nd, and 3rd degree price discrimination; peak-load/dynamic pricing)
   (d) Oligopoly (Bertrand and Cournot models, basic game theory)
   (e) Stackelberg games (First and Second Mover Advantage)
   (f) Entry deterrence

5 Competency Goals

The pedagogy of this course is rooted within the framework of the Alberta School of Business' Competency Goals. Graduates of the Alberta School of Business are valued in the workplace and the community due to their exceptional and demanding training in all areas of Business, including the basics of Accounting, Finance, Marketing and Management. But beyond that, they are valued for the skills they have acquired through a variety of core and elective coursework that promotes the Competency Goals of the BCom program. Students are challenged throughout their time in the program to develop skills beyond those required for specific coursework and to use those skills to grow into fully developed professionals.

1. Business Concepts and Theories: Students will have expertise in utilizing business knowledge in evolving local and global contexts.

   Objective: Demonstrate expertise in utilizing business knowledge in evolving local and global contexts.

2. Critical Thinking: Students will have the ability to think critically for informed decision making.

   Objective: Demonstrate expertise in utilizing business knowledge in evolving local and global contexts.

3. Responsible Business Principles: Students will have expertise in responsible business principles to achieve societal impact.

   Objective: Evaluate business decisions using responsible business principles including governance, sustainability, and ethics.

4. Professional Skills: Students will excel as business professionals, skilled in communication and collaboration.

   Objective 1: Deliver effective oral communication and written business documents using appropriate technology.

   Objective 2: Demonstrate ability to collaborate effectively in diverse teams in order to achieve goals.

(continued on next page)

6 Calendar

This Calendar discusses weeks targeted for each topic, as well as other important administrative dates. Topic dates are **tentative**.

Week 1	Jan 05-09
Week 2	Jan 12-16
Add/Drop Deadline for Winter Term Classes	Jan 16
Week 3	Jan 19-23
Week 4	Jan 26-30
Week 5	Feb 02-06
Midterm 1	Feb 05-06
Week 6	Feb 09-13

Reading Week — no classes

Week 7	Feb 23-27
Week 8	Mar 02-06
Last day to finalize groups for the Team Case Presentation	Mar 02
Week 9	Mar 09-13
Midterm 2	Mar 12-13
Week 10	Mar 16-20
Week 11	Mar 23-27
Week 12	Mar 30 - Apr 03
Good Friday – no class	Apr 03
Last day to Withdraw from Winter Term courses and receive a grade of “W” with permission	Apr 03
Week 13	Apr 06-10
Easter Monday – no class	Apr 06

Final Exam Period – no classes

Final Exam (**tentative**)	**Section B03**: Apr 22 @ 1:00pm
	Section B04: Apr 21 @ 8:30am

Academic Honesty

The University of Alberta is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect. Students are particularly urged to familiarize themselves with the provisions of the Code of Student Behaviour and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from the University.

Class Policy on AI Use

In this course, we foster an equitable, inclusive, and accessible learning community that prioritizes individual critical, creative, and affective thinking as well as problem-solving skills specific to the discipline. To achieve the course learning outcomes, you must engage with tasks and assignments that allow yourself to develop and demonstrate your skills and knowledge authentically.

For this reason, the use of AI tools (including ChatGPT and many other models) is strictly prohibited for exams and in-class activities. Students are expected to complete exams and in-class activities independently, without any assistance from others or GenAI.

For all other evaluative assignments or for personal learning, students may use AI tools as 1) **personal learning supports** or 2) **to do research** (in the same way you would use Google to find **reputable** online sources of information). The latter applies to background research for the Team Case Presentation. GenAI output is **not** a citable source of information, as it can often contain hallucinations or misinterpretations. You bear the risk of **all** GenAI use. *Any direct use of GenAI output in your academic work may be considered an act of cheating and a violation as outlined in the relevant sections of the University of Alberta (September 2024) Student Academic Integrity Policy.*

Class Materials

Audio or video recording, digital or otherwise, of lectures, labs, seminars or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study and is not to be used or distributed for any other purpose without prior written consent from the content author(s).