

MANAGERIAL ECONOMICS EXAMPLE TEAM ASSIGNMENT



EVALUATE DEMAND ACTIVITY

- ▶ STUDENT OBJECTIVE: Develop a regression* model to explain and predict firm demand using the Excel data file that is provided to you from a “Beat the Market” game. [**A non-statistical approach using price elasticity measures from the game can be assigned as an alternative.*]
 - ▶ Interpret the meaning of the coefficients in the regression model and the statistical significance.
 - ▶ Test the model by comparing the actual firm demand to the predicted demand in a BTM game.
 - ▶ Write a report on your findings.
- ▶ INSTRUCTOR: provided with Excel data file and solution
- ▶ BENEFIT: Students can use results from their analysis to succeed in game. It is not just a theoretical exercise.
 - ▶ Relevant and captures student interest.