

**Course Syllabus****Professor Information** Professor: Steven S. Shwiff, Ph.D., CPF

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**E-mail:** [Steven\\_Shwiff@tamu-commerce.edu](mailto:Steven_Shwiff@tamu-commerce.edu)**Course Material** **Text:** Managerial Economics, Applications, Strategy and Tactics, most recent edition. However, You may use older editions or the International Edition but you are responsible for correlating any differences between the most recent and the edition you are using. I have used topics covered rather than chapter numbers to make that easier. The bookstores in Commerce have copies in stock as well as having an online link you may go to for reference. In addition you can go the companion web page for your text and here is the link: [Text Book Link](#). This site has a wealth of support information for you.**Course Objective** The study and application of concepts and models, primarily microeconomic, to various types of management problems. While analysis is primarily in terms of demand, revenues, market structures and pricing, the process combines ideas and methods from other functional fields of business administration. The applications used to provide illustration and application of concepts.**About the Course** You are responsible for reading the syllabus. This is an interactive class NOT a chat room or web page posting class.

**This class has a once weekly 2 hour Webinar offered on Monday night from 6:30pm CST to 8:30pm CST. You will be required to participate live or watch the recorded sessions. Additionally, there may be an additional one hour Q&A session depending on student progress and demand. Those sessions will be scheduled in the Monday webinar. An e-College section has been created for all the Webinars and you have been enrolled in it. The Webinar is your opportunity to have a live and interactive session with me and to check and extend what you are learning. I will also work through real world applications of the theory. Access to the Webinar is through e-College and the "YouSeeYou" tab.**

If you are not coming to the Webinars or watching the recorded sessions, then you and only you will bear those costs.

This syllabus is a suggested outline and NOT a contract. It represents the **minimum** material we will cover. We will discuss additional material as our class discussions warrant. You are responsible for all of the material in each assigned chapter whether or not I cover that material in the Webinar. Dates are approximate and subject to change. Your class page has a wealth of material in the "Doc Sharing" and "Webliography" tabs. You are expected to look at all of that material.

You may be tested on any material listed in the syllabus, on your class page and discussed in class.

### Background Issues

This course presupposes some knowledge of calculus to the extent that you should be able to take a simple derivative. In addition, this course presupposes that you have a working knowledge of statistics. While the course material reviews measures of central tendency and dispersion as well as Ordinary Least Squares- regression analysis- these are reviewed in the context of their applications in the field of managerial economics. It is assumed you have already studied all these tools either in your undergraduate program or in your previous graduate courses. I HAVE PUT REVIEW MATERIALS ON EACH CLASS PAGE BUT YOU WILL HAVE TO GO THROUGH THEM TO BRING YOURSELF UP TO SPEED. If you don't know what a derivative is, or if you don't know what we mean by measures of central tendency and dispersion or Ordinary Least Squares regression analysis, and do not have the time to go through the review materials (or do not wish to) you should rethink taking this course at this time.

This is a class dealing with the application of economic theory to managerial decision making. It is not about your or my opinions. It is about your learning the theory and how to apply it. I do not encourage chat rooms where you exchange your personal opinions. That only leads to a false sense that you have learned something. There are right and wrong answers. Analysis based on a solid theoretical underpinning is what I hope to accomplish. However, study groups based on solid knowledge are encouraged.

The table below provides a detailed timeline for working on the material to help ensure you don't get behind. However, you may work at your own pace. Keep in mind that exams will be given on the dates specified so the longer you wait to work on the material, the more "cramming" you're going to have to do as the date for the exam approaches. "Cramming" has a very long history of FAILURE. Your class Webinars will follow the sequence below.

E-mail communication: Texting IS NOT the best way to communicate with me. **When you communicate with me by e-mail please use your university account. I will not respond to any e-mail that does not have an .edu extension.**

*You do not have 24/7 access to me. During the work week we will respond to e-mails, that I get, within 24 hours. On the weekends I only occasionally check e-mail.*

This is an online class and requires the student to be more **self-directed**. You are responsible for all the material in the chapters assigned whether I discuss that material in the Webinar or NOT. If you are uncomfortable with this, you may wish to reconsider taking this class. If you think this class will take less time and be easier than a face to face you are mistaken indeed. The fact that you may be working a full time job while taking this class will put additional pressure on you. You should be aware that I still expect you to meet the timelines in this class. Your employer would not accept other time commitments as a reason for missing a deadline NOR WILL I.

**You will need to study this material weekly. No kidding. There is just too much material to cover to do otherwise. We will also be assigning self-worked and taught problems for some material. This material will not be covered at length in your Webinars.**

In order to connect you must have a cable, DSL, or high speed modem connection. Also since we are using a Voice Over IP system you will need a head set with earphones and microphone. Using a separate mic and speakers creates too much feedback in the system. Typing is a most **inefficient** and will significantly degrade your learning experience. The headset combo can be purchased at WallMart for around \$20.00.

#### **How to proceed in the class?**

You have the time line below. You must read all of those chapters each week. I have given you some additional Powerpoint voice over presentations. Make sure to attend or watch the Webinars to add to your understanding and or be able to ask questions. READ THE BOOK. It is not bad. Again, you will have to integrate this material on your own, if you choose not to attend or watch the Webinars. Exchanging e-mails is a poor way for you to learn. See sample study week at the end of your syllabus. Asking your classmates to explain theory they may not understand is also a poor strategy. The text book has a great companion site which can help you immensely. Take advantage of all the resources it offers.

There will be five exams during the semester ( 2 issue briefs, 2 computational exams, one you be the consultant essay on value pricing). Exams will be open from Saturday morning at 8:00am CST till Monday morning 8:00am CST. I will average the equally weighted five exams for your final grade.

*If you have not taken a course in e-College before, please use the tutorial provided for students. It will make your life simpler and a lot quicker than trial and error.*

## **Weekly Topic Schedule**

## All exams are essay.

Exam Dates and Suggested Study Schedule		Text Chapter	Exam Due
	Weeks Of 2/1 – 2/12	Calculus Review, Intro, Demand, Supply, Partial Equilibrium	2/26 computation exam and issue brief
	Weeks Of 2/19 – 2/26	Production, Cost, Market Types, basic pricing	
	Weeks Of 3/5 – 3/26	Markets & Game Theory	Spring Break 3/26 Computational Exam
	Weeks Of  3/2 – 3/16	Pricing Techniques with market power	Issue PPT  3/16
	Weeks Of 3/23 – 4/7	Value Pricing and Pricing of Human Capital	You be consultant exam 4/7

### Electronic Office Hours

You may arrange an online chat with me in YouSeeYou. I will also schedule Q&A sessions during the semester.

### Grade:

Determined by the average of each test weighted equally.

### SAMPLE STUDY WEEK

Access to these support materials is located at the companion site for your text. The link is above. This is our suggestion for how you can best do "online, self-directed" study. We are available to you "Live" during Office hours, Webinars, or scheduled one on one's.

Step 1. Read Assigned chapters and study. Simply putting time in is not enough.

Step 2. Use any slides or power points from the companion site for your text to help you keep track of key concepts in each chapter. There may also be spreadsheet problems you may be able to work through.

Step 3. Review textbook web page and take practice quizzes to check your understanding.

Step 4. Ask questions in Webinar or Office Hours.

Step 5. Take the tests on E-College class page when due.

Step 6. Don't forget to do the extra credit and turn assignments in on time.

Extra Credit Assignments (if assigned): You may turn these in at the end of the week we finish the chapter. There will be a drop box for each chapter at your E-College Web page.

### STUDENT CONSIDERATIONS

✓ All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

✓ The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce, Halladay Student Services Building Room 303 A/D, Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148, [StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)

✓ Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an "F" for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else's writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term "plagiarism", or if you have difficulty summarizing or documenting sources, contact your professor for assistance. The College of Business at Texas A&M University-Commerce students will follow the highest level of ethical and professional

behavior. Actionable Conduct includes illegal activity, dishonest conduct, cheating, and plagiarism. Failure to abide by the principles of ethical and professional behavior will result in sanctions up to and including dismissal from the university.

✓ A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

#### Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

#### Selected Concepts from Eco 562

##### INTRODUCTION

1. Course Goals and Objectives
2. Examinations and Grading
3. Expectations
4. Math Background
  - a. Graphing
  - b. Calculus
5. Consumer Choice
6. Demand, Supply, Market clearing and elasticity

## COSTS AND PRODUCTION

1. Inputs and Production
2. Costs and Cost minimization
3. Cost Curves
4. Difference between costs in Economics and Accounting.

## BOUNDARIES OF THE FIRM

1. Horizontal (scale and scope)
2. Vertical (make or buy)

## MARKETS AND COMPETITIVE ANALYSIS

1. Industry Analysis ( Porter's five forces)
2. Non Interdependent Markets (Competition and Monopoly)
  - a. Entry/Exit, and degree of market power
  - b. Industry Analysis
  - c. Profit Maximization
3. Interdependent Markets ( Oligopoly and Monopolistic Competition)
  - a. Firms with market power
  - b. Profit Maximization
  - c. Strategic Behavior
    - a. Duopoly models
    - b. Game theory
4. Yield Management

## VALUE BASED PRICING

1. Value Creation
2. Price Structure
3. Price& Value communication

4. Pricing Policy

5. Price Level

## PRICING HUMAN CAPITAL