



Eco 562.01w,02w,03w
Managerial Economics
COURSE SYLLABUS: Spring 2019

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COURSE INFORMATION

Textbook(s) Required and Software Required:
"Economics of Managerial Decisions", e-Text. Publisher: Pearson Plus
MyEconLab Eco 562. Student access guide attached at the end.
MyLab+e-text: **9780134184692**; \$121.95 direct to student from Pearson
Link to instructions to purchase loose leaf copy of text:
<https://screencast-o-matic.com/watch/cFl2Dlr5qG>

Course Description

The course examines and applies economic concepts and models, primarily microeconomic, to various types of management problems. While analysis is primarily in terms of cost, demand, revenues, and market structure, the process combines ideas and methods from other functional fields of business administration especially quantitative tools. Particular emphasis is placed on modern pricing methods.

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 chapters whether or not I cover that material in the Webinar. Dates are approximate and subject to change that will be announced in

Webinar. Your class page has a wealth of material in the "Content" tab. 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.

Student Learning Outcomes

Upon completing the class students should be to apply the concepts below to managerial decision making in the modern firm.

1. Math Background
 - a. Graphing
 - b. Calculus
2. Consumer Choice
3. 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 and Expected Value Game Theory
4. Yield Management
5. Advanced Pricing Methods (bundling, two part tariff, tie in sales)

VALUE BASED PRICING

1. Value Creation
2. Price Structure

3. Price & Value communication
4. Pricing Policy
5. Price Level

PRICING HUMAN CAPITAL

COURSE REQUIREMENTS

Minimal Technical Skills Needed

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 YOUR CLASS PAGE BUT YOU WILL HAVE TO GO THROUGH THEM TO BRING YOURSELF UP TO SPEED. There are numerous videos on YouTube that will correct any background deficiencies you may have. 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. Fixing background issues is your responsibility alone.

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. We 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.

You will need Excel 2013 or better to do Excel projects. If you do not have it go to Microsoft.com to load an online student version.

Instructional Methods

This is an online class and requires the student to be more **self-directed**. Please make sure you have a working microphone. 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 every week. No kidding. There is just too much material to cover to do otherwise. I will also be assigning self-worked and graded Excel problems. These T/F,MC tests are located in your MyEconLab web page at Pearson's site.

Chapters 1, 2, 3.4, 3.5 and 4 will be 80% self-taught using MyEconLab. These chapters represent material from you introductory economics class.

In order to connect to the Webinars you must have a cable, DSL, or high speed modem connection. Speeds of 5 megs or more work best. Public WiFi connections tend to be sub-optimal. Chrome is the browser of choice. 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** to communicate and will significantly degrade your learning experience. The headset combo can be purchased at WallMart or similar stores for around \$20.00.

Student Responsibilities or Tips for Success in the Course

You are responsible for reading the syllabus. This is an interactive class NOT a chat room, e-mail or web page posting class. While that may be how some of your other classes operated not this class. You must attend live or watch the recorded sessions each week. Do not get behind. I will send you a link to copy into your browser to watch the recorded sessions. Do not download them or view them in D2L, YouSeeU.

This class has a once weekly 3 hour Webinar offered on Tuesday night from 6:30pm CST to 9:30pm CST. You will be required to participate live or watch the recorded sessions. A D2L(our new LMS) 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 the new LMS D2L. The link is:

myleonline.tamuc.edu/d2l/home

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

You must read the chapters before Webinar. I have given you some additional Powerpoint voice over presentations in your "Content" section of your D2L site. 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. Asking your classmates to explain theory they may not understand is also a poor strategy. The MyEconLab is a great companion site which can help you immensely. Take advantage of all the resources it offers.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Assessments

There will be (1) one -TF/MC dealing with chapters 1,2,3.4,3.5, and chapter 4. In addition there will be one Excel Spreadsheet problem for Chapters 2 and 4. Fifteen percent of your grade will be determined from this material. I will average the Excel spreadsheets equally for 50% and the average of the T/F,MC in the same manner. This material represents the background material I expect you to already know. These tests will be taken in MyEconLab at the Pearson site. (2) There will be one auto-graded Excel/MyEconLab project for chapters 7 and 10 each averaged for 35% of your grade, and (4) four computational exams averaged for 60% of your grade. Computational Exams (dealing with Multi-product pricing, multi-markets, Cournot Duopoly, and Game Theory) will be open from Friday mid-night CST till Sunday midnight CST. The background test and Excel tests will open on Friday and due no later than Sunday midnight. See class time line for approximate dates, though they could change depending on how we progress in webinar.

Unless you have a valid excuse for missing an exam deadline, you will receive a grade of F for that exam.

COURSE OUTLINE / CALENDAR

Date	Chapter	Exam Due
1/15,1/22	Calculus Review, Chapters 1,2, 3.4, 3.5	80% taught in MyEconLab
1/29	Chapter 4	80% taught in MyEconLab 2/1-2/3 Chapters 1-4 TF/MC and Excel Worksheet
2/5	Chapter 5	Comp Ex1 2/15-2/17 Profit Max Solver and Multi markets Excel
2/12,2/19	Chapter 6	Comp Exam 2 3/8 – 3/10 Solver monopoly and Competition
2/26	Chapter 7	
3/5,3/12	Chapter 7,8	Comp Exam 3 3/29 – 3/31 Cournot and Game theory
3/26,4/2	Chapter 10	
4/9,4/16	Chapter 10 Advanced Pricing, Value Pricing	
4/23	Human Capital	
4/30	Chapter 14	Comp Exam 4 4/26 – 4/28 Advanced Pricing

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor. If you are having technical issues please contact tech support below.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

You do not have 24/7 access to me. During the work week we will respond to e-mails, that we get, within 24 hours. On the weekends I only occasionally check e-mail. I will arrange Q&A sessions during the semester and I am available to meet with you in D2L during the day. My graduate student may also reply.

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.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

You must read the chapters before Webinar. I have given you some additional Powerpoint voice over presentations in your "Content" section of your D2L site. 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. Asking your classmates to explain theory they may not understand is also a poor strategy. The MyEconLab is a great companion site which can help you immensely. Take advantage of all the resources it offers.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for me to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

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

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-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 Statement

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 the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

Instructions for MyEconLab Registration:

| MyLab | Economics Student Registration Instructions To register for Managerial Economics :

1. Go to www.pearson.com/mylab .
2. Under Register, select Student .
3. Confirm you have the information needed, then select OK! Register now .
4. **Enter your instructor's course ID: shwiff84359** , and Continue .
5. Enter your existing Pearson account username and password to Sign In .

You have an account if you have ever used a MyLab or Mastering product.

» If you don't have an account, select Create and complete the required fields.

6. Select an access option. » Enter the access code that came with your textbook or that you purchased separately from the bookstore. » If available for your course, • Buy access using a credit card or PayPal. • Get temporary access.

7. From the You're Done! page, select Go To My Courses .

8. On the My Courses page, select the course name Managerial Economics to start your work.

To sign in later: 1. Go to www.pearson.com/mylab .

2. Select Sign In .
3. Enter your Pearson account username and password, and Sign In .

4. Select the course name Managerial Economics to start your work.

To upgrade temporary access to full access: 1. Go to www.pearson.com/mylab . 2.

Select Sign In . 3. Enter your Pearson account username and password, and Sign In .

4. Select Upgrade access for Managerial Economics .

5. Enter an access code or buy access with a credit card or PayPal