

## Course Syllabus

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### Course Information

Course Number/Section	ECON 4310-001
Course Title	Managerial Economics
Term	Spring 2013
Days & Times	T, R: 10:00-11:15 (CN 1.102)

### Professor Contact Information

Professor	Daniel G. Arce M.
Office Phone	972/883-6857
Other Phone	n/a
Email Address	darce@utdallas.edu
Office Location	GR 2.534
Office Hours	W, 8-10 am (or by appointment)
Other Information	Feel free to drop in.

TA: Sabrina Ren

TA Office Hours: M: 3-5pm, W: 1:30-3:30pm (GR 2.816)

### Course Pre-requisites, Co-requisites, and/or Other Restrictions

ECON 2302

### Course Description

The purpose of this course is to reinforce and build upon the method of critical thinking and quantitative decision making introduced in principles of economics. We will do this by investigating the beauty of economics as it applies to business decision-making and strategy.

### Student Learning Objectives/Outcomes

1. Understand the difference between the economic and accounting definitions of profit.
2. Understand the behavior of total revenue and its implications for profit maximization.
3. Recognize how considerations of scale, scope, and *learning by doing* affect costs.
4. Compare different pricing and production criteria for firms.
5. Tailor pricing strategies for different markets.
6. Understand the strategic differences between capacity, price, and location decisions for competition among rival firms.
7. Understand how differences in types of auctions can lead to differences in bidder behavior and the price a seller receives.
8. Recognize the difference between ethical actions by a firm and ethical preferences of a firm.

### Required Textbooks and Materials

#### Required Materials

For each class meeting please bring the course notes available on eLearning

### Suggested Course Materials

#### Suggested Materials

Managerial Economics. A Problem Solving Approach, 2<sup>nd</sup> Edition, by Froeb/McCann, Southwestern Publishing.

### Tentative Assignments & Course Calendar

	Day	Date	Topic	Source (Chapter: pages)
1	T	15 Jan	Syllabus and experiment	1, 2
2	R	17 Jan	ABC's of Demand	notes
3	T	22 Jan	Elasticity	6: 66-76
4	R	24 Jan	Revenue and Elasticity Economic Profit	6: 69-78 3: 29-35
5	T	29 Jan	Profit maximization	6
6	R	31 Jan	Cost and Strategy Break-Even Quantity Stay-Even Quantity	7
7	T	5 Feb	Learning & Experience Curves	7
8	R	7 Feb	Ethics: GVV Introduction and Case Assignment	notes
9	T	12 Feb	<b>Group Problem Set #1 Due Discussion of Disaster Pricing Ethics Case</b>	notes
10	R	14 Feb	Market Structure Perfect Competition	5
11	T	19 Feb	Monopoly Monopolistic Competition	9
12	R	21 Feb	Price Discrimination	12, 13, 14
13	T	26 Feb	<b>Group Problem Set #2 Due Discussion of Profit Maximization Ethics Case</b>	
14	R	28 Feb	Empirics of Profit Maximization	notes
15	T	5 Mar	New Product Pricing & Review	notes
16	R	7 Mar	<b>Exam 1</b>	
	T	12 Mar	<b>No Class – SPRING BREAK</b>	
	R	14 Mar	<b>No Class – SPRING BREAK</b>	

	<b>Day</b>	<b>Date</b>	<b>Topic</b>	<b>Source</b>
	T	19 Mar	Game Theory Introduction	15: 188-194
15	R	21 Mar	Nash Equilibrium	15: 188-194
16	T	26 Mar	Introduction to Auctions	18
17	R	28 Mar	Common versus Private value auctions	notes
18	T	2 Apr	Game Theory and Duopoly	notes
19	R	4 Apr	Extensive form Games	15: 184-88, 196-201
20	T	9 Apr	<b>Group Problem Set #3 GVV Case on Product Recall</b>	
21	R	11 Apr	Supergames and Collusion	15: 194-196
22	T	16 Apr	Extensive form Applications	Notes
23	R	18 Apr	Corporate Governance and the Principal- Agent Model: Extensive Form	4: 45-48 20
24	T	23 Apr	<b>Group Problem Set #4 Due GVV Case on Incentive Pay</b>	notes
25	R	25 Apr	Bargaining: Nash and Rubinstein Models	16
	T	30 Apr	Cartel Concerns	notes
	R	2 May	<b>Exam 2 (Final Exam)</b>	
	<b>F</b>	<b>4 May</b>	<b>Last Day of Classes</b>	

## Grading Policy

Method of Evaluation	Percentage of Grade
Problem Sets	30%
Exam I	35%
Final Exam	35%

### Note:

1. Final grades/averages: 98+: A+, 92-7:A, 90-1:A-, 88-9:B+, 82-87:B, 80-1:B-, 78-9:C+, 72-7:C, 70-1:C, 68-9:D+, 62-67:D, 60-1:D-, 59↓:F. This scale is guaranteed, but is flexible downward.
2. Handouts for each lecture are available for my class via eLearning. It is **required** that you bring a handout to every class. I suggest that you read the handout prior to class.
3. Instructions for working on group problem sets
  - Limit groups to minimum of 3 and maximum of 4 classmates.
  - If you come to my office asking about a problem, I'm going to ask you who is in your group. It is best to come as a group.
  - **All** answers (including short answer questions) must include artwork and/or algebra unless *explicitly* specified.
  - Correct answers without accompanying (and correct) economic analysis will receive zero credit.
  - To receive partial credit, you must **show your work**.
  - Your answers are required to be concise and self-explanatory.
  - Keep your creative writing skills on a leash.
4. Although you are required to do ALL of the assigned problems only a SUBSET of the problems will be graded. The problems to be graded will be identified in class on the day that they are turned in.
5. Special Accommodations: If you have a condition documented by the Student Disability Services Office, please see me ASAP. My policy is to meet your needs simultaneously with the scheduled exams and quizzes.

## Course Policies

### *Make-up exams*

The only excused absences are for officially sanctioned college events. All work for excused absences is to be completed and turned in ahead of time. This includes exams.

### *Extra Credit*

I reserve the right to reward judicious individual class participation by raising one's final grade by a maximum of half a letter grade. Attendance is not participation (neither are office hours).

### *Late Work*

### *Special Assignments*

### *Class Attendance*

Attendance is **NOT** required. You should be aware; however, that attendance is the single most important factor determining your grade. No attendance policy implies (a) that I will not give make-up lectures during office hours, and (b) you are responsible for reconciling the missed lecture with its accompanying handout by consulting with a fellow student who attended.

### *Classroom Citizenship*

1. This class is about **thinking**; no questions will be asked that reward memorization.
2. Managerial economics is a full contact experience. The best way to learn managerial economics is by doing it. Periodically, I will entertain questions in class about how to solve assigned questions. Be prepared for such occasions by attempting the recommended problems far in advance.
3. **Feel free to ask questions in class.**
4. **You are also welcome to come to my office hours. Be aware that it is likely that I will ask you as many questions as you ask me. I treat office hours as if they are an extension of class.**
5. An Email message distributed to class 36 or more hours prior to an event is considered “fair warning.” Check your **UTD email** regularly.
6. If you are absent on the day that a quiz or exam is returned, you may pick it up in my office.
7. *Claims* against grading can only be made until the due date of the next graded assignment of *any* type. I will discuss the *material* from any evaluation at any time.
8. If I do not cover a topic in class or on the *assigned problems*, then I will **not** be asking about it on exams. This class is predominantly lecture- and problem set-driven.
9. **Learning is achieved not only through *doing* the problems but by reflecting on what you have done/learned. Reflecting is about getting the meaning.**
10. This class is about **thinking**; no questions will be asked that reward memorization.

**The remainder of the syllabus boilerplate can be found on-line on eLearning.**

## Technical Support

If you experience any problems with your UTD account you may send an email to: [assist@utdallas.edu](mailto:assist@utdallas.edu) or call the UTD Computer Helpdesk at 972-883-2911.

## Field Trip Policies / Off-Campus Instruction and Course Activities

*Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address*

*[http://www.utdallas.edu/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm). Additional information is available from the office of the school dean. Below is a description of any travel and/or risk-related activity associated with this course.*

## Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD printed publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000, Board of Regents, The University of Texas System*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

## Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

## Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-I.3-46). For more information about the fair use exemption, see <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

## **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

## **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

## **Student Grievance Procedures**

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

## **Incomplete Grade Policy**

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to

complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

## **Disability Services**

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

[disabilityservice@utdallas.edu](mailto:disabilityservice@utdallas.edu)

If you anticipate issues related to the format or requirements of this course, please meet with the Coordinator of Disability Services. The Coordinator is available to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you be registered with Disability Services to notify them of your eligibility for reasonable accommodations. Disability Services can then plan how best to coordinate your accommodations.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

## **Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

***These descriptions and timelines are subject to change at the discretion of the Professor.***