

Syllabus
ECON 5313 001
Managerial Economics

Course Information

Course description	Application of economic analysis in formulating business decisions, drawing upon the theoretical foundations of the concepts of demand, cost, production, profits, and competition, with special emphasis on case studies.
Location	COB 253
Meeting times	7:00pm-9:50pm Wednesday
Prerequisite	ECON 5311 or equivalent or consent of instructor.

Textbooks

Required reading	<i><u>Managerial Economics: A Problem Solving Approach</u></i> , Froeb, McCann, Ward & Shor, MindTap for 4th Edition, Cengage Learning
Recommended reading	<i><u>The Armchair Economist</u></i> by Steven E. Landsburg, Free Press Textbook blog Managerial Econ at managerialecon.blogspot.com

Instructor Information

Name	Prof. Michael Ward
Email	mikeward@uta.edu
Office location	330 Business Building
Office hours	Before and after class.

Course Goals

Course Goals	To acquaint students with the economic underpinnings of managerial decisions. To allow students to apply economics concepts to an individual problem.
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Course Requirements

Introduction	Course grades will be calculated based on your point total for online chapter quizzes, a case study, and two exams:
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Online Quizzes	15%
Case Study	15%
Exam 1	35%
Exam 2	35%

Requirements

Grades will be assigned using the usual scale:

A = 90% -100%
B = 80%-89.99%
C = 70%-79.99%
D = 60%-69.99%
F = 0%-60.99%

While I have had to assign Ds and Fs for poor performance in the past, I hate doing so. I will try to insure that no student has to earn a poor grade. All students are welcome to come to office hours. However, students who are struggling the most with course materials have priority over my time and office hours. Please contact me if you think you are in this situation.

Policies

Introduction

Students may raise questions about the scoring of an exam or problem set *at the time they are returned* and/or request that their answers be re-evaluated. Such requests will not be entertained at any later time. Make-up homework will be allowed only in the case of verified personal crisis or emergency. Requests for conflict final exams require instructor notification two-weeks prior to the exam. If you think you will need to, please use the restroom before an exam and not during it. Petitions for incomplete grades will only be entertained if they come from the executor of your estate. Course information (including this syllabus) will be posted on the course's Blackboard website at <http://elearn.uta.edu>.

Additional information

I intend for the classroom experience to complement the book, not replace it. These will require that you have done the reading ahead of time. Please be prepared. Read the assigned chapters before class and do the accompanying online self-tests before class. They will expire before we cover the material in class.

Study groups are encouraged.

Do not cheat, copy, plagiarize, or otherwise engage in dishonest activity. It is really not that hard to detect, but it can make my job, and your life, miserable.

Pagers, cell phones, loud digital watches and other similar technological wonders that cause interruptions should be turned off or thrown away. If you use a laptop in class, please sit in the back row so that your games and web surfing will not distract others.

UT Arlington Boilerplate

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/ao/fao/>).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX: The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

The English Writing Center (411LIBR): Hours are 9 am to 8 pm Mondays-Thursdays, 9 am to 3 pm Fridays and Noon to 5 pm Saturdays and Sundays. Walk In Quick Hits sessions during all open hours Mon-Thurs. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, Workshops, and advanced services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information.

Tentative Calendar

Date	Text Chapters	Topic	Other Materials
18-Jan	1, 2	Introduction; The One Lesson of Business	Landsburg, "The Iowa Car Crop" Landsburg, " Why Taxes are Bad: The Logic of Efficiency" Friedman on Self Interest Video1 and Video2 Milton Friedman, " The Social Responsibility of Business is to Increase its Profits, " Frédéric Bastiat, " Candlemakers' Petition, " Samuel L. Baker, Economics Interactive Tutorials: Cost Concepts, Marginal Cost, Demand Froeb Ch. 1 Video , Ch.2 Video
25-Jan	3, 17	Benefits, Costs, and Decisions; Uncertainty	Froeb Ch. 3 Video
1-Feb	19, 20	Adverse Selection; Moral Hazard	Samuel L. Baker, Risk and Risk Aversion and Insurance , Landsburg, "The Power of Incentives: How Seat Belts Kill"
8-Feb	4, 5	Extent Decisions; Investment Decisions	Samuel L. Baker, Average Cost and Break Even and Discounting , Froeb, Ch. 4 Video , Froeb Ch. 5 Video
15-Feb	7	Economies of Scale and Scope	Froeb Ch. 7 Video
22-Feb	8, 9	Understanding Markets; Relationships Between Industries	Samuel L. Baker, Supply and Demand , Landsburg, "The Indifference Principle: Who Cares if the Air is Clean?," Froeb Ch. 8 Video , Froeb Ch. 9 Video
1-Mar	10	Strategy	Froeb Ch. 10 Video
8-Mar		Exam 1	
<i>15-Mar</i>		<i>Spring Break</i>	
22-Mar	6	Simple Pricing	Samuel L. Baker, Elasticity , Elasticity II , and Monopoly ,
29-Mar	12, 18	More Realistic & Complex Pricing; Auctions	Landsburg, "Why Popcorn costs More at the Movies and Why the Obvious Answer is Wrong", Froeb Ch. 12 Video Landsburg, "Cursed Winners and Glum Losers", Froeb Ch. 6 Video
5-Apr	13, 14	Direct and Indirect Price Discrimination	Froeb Ch. 13 Video , Froeb Ch. 14 Video

12-Apr	15	Strategic Games	GameTheory.net Mike Shor's Simultaneous game self test , and Sequential game self test , Schelling, T.C. 1960. The strategy of conflict. Harvard University Press. Ch. 2 “An essay on bargaining” (pp. 21-52) and Ch. 5 “Enforcement, communication, and strategic moves” (pp. 119-161).
19-Apr	15, 16	Strategic Games; Bargaining	Review
26-Apr	21, 22	Employee and Divisional Incentives	Harford " The Fruits of Their Labors "
3-May	23	Managing Vertical Relationships	
10-May			Exam 2 8:15pm- 10:45pm