

## **ECON 5113: Managerial Economics**

**Summer 2017 (June 11 – August 3)**

### **Instructor:**

Dr. Michael Morris

### **Contact Information:**

Office: NCB 323 (Tulsa)

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Office Hours: By appointment in the main chat room of Brightspace or email.

Course Site: (Brightspace by D2L): <http://my.okstate.edu> (choose Online Classroom after login)

Online Learning Support: [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu)

Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on

Facebook! <https://www.facebook.com/SpearsOnline/>

### **Overview of the Course**

This course utilizes microeconomic concepts to analyze business situations and to aid in making optimal decisions.

### **Course Objectives**

The following are specific objectives for this course (with the associated SSB MBA program learning goal followed in parenthesis). By the end of this course, students will be able to:

- Apply key economic ideas such as demand, supply, equilibrium, elasticity, marginal analysis, production and cost functions to managerial decisions. (SSB Goals: Decision Analyses and Critical Thinking)
- Analyze market structure and characteristics, and how these impact optimal business decisions. (SSB Goals: Critical Thinking)
- Develop optimal pricing and other strategies for firm success. (SSB Goals: Decision Analysis and Critical Thinking)
- Evaluate incentives for firms, and within firms, as they relate to broader goals and ethics. (SSB Goal: Ethical Decision Making)

## Texts and Supplementary Materials

### Textbook:

Baye, M. & Prince, J. Managerial Economics and Business Strategy (9<sup>th</sup> ed.). New York: McGraw-Hill/Irwin. (The 8<sup>th</sup> edition of the textbook is also fine to use)

Supplemental Materials: To accompany the textbook, there will be some supplemental materials posted on Brightspace. These include:

- Problem Sets: For each lecture there will be associated practice problems. The problems will come from selected book exercises and/or problems that I write. Answers will be provided to varying degrees. Some answers will be done in full detail to aid with learning, and others will be more basic in order to make sure you can work the problems yourselves. If you are having difficulty on a problem, turn to the discussion board where other students and I can help. While the problem sets are not be graded, they are *truly essential for this course* – not only to aid in learning but also to uncover deficiencies so that these may be remedied prior to the quizzes and exams.
- Lecture Outlines: I will provide a set of PowerPoint slides to act as an outline for each lecture. These can act as a basis point to see what is covered and to take notes around. They will not be enough to act as complete notes.
- Additional Readings: I will post additional readings beyond the textbook. Occasionally these will be source material for the lectures and problems, but more often they will be articles from popular press that are applicable to our topics. There will be no specific questions on the quizzes about the press articles – they are meant to be interesting, thought provoking and show applicability of the core material covered. These will also form the basis for required participation in weekly discussions.
- Discussion Board: The discussion board on Brightspace will be used as the basis for questions, answers and required weekly discussions. I will have areas for each lecture, each quiz, and each exam, as well as for the course in general. If you have a question, you can post it on the board. At that point, other students can respond. I will also respond to questions posted there. However, I encourage other students to also get involved as I find it often helpful to students to see multiple perspectives and approaches. I will also answer any questions sent to me via email that students do not want to post – but in general it will be more helpful to the class to post it on the board. I find that if one person has a particular questions it is almost certain there are others with similar questions and who could learn from the answer and discussion

## Grading Policy

Discussion: For each of the six non-exam weeks of the course I will post a discussion question, usually based on a popular press article(s) related to the course material. Students are required to participate in each of these discussions with thoughtful contribution. Such participation in all six questions is worth 10% of your grade. I will score your each weekly discussion based on the



following rubric (with a maximum score of 6 points).

<b>Discussion Board Rubric</b>			
<b>Rubric Components</b>	<b>Point Scale</b>		
	<b>2 Proficient</b>	<b>1 Developing</b>	<b>0 Novice</b>
<b>Quality of Post</b>	Appropriate and thoughtful comments; responds respectfully to other's postings	Responds, but with minimum effort. (e.g. "I agree with Bill")	No posting.
<b>Relevance of Post</b>	Posts topics that are related to discussion content	Posts topics which do not relate to the discussion content; makes short or irrelevant remarks	No posting.
<b>Contribution to the Learning Community</b>	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely	Does not make effort to participate in learning community as it develops	No attempt to engage with fellow students.

**Quizzes:** There will be 6 quizzes throughout the course. These will consist of 20 multiple choice questions administered online on Brightspace. The quizzes will be based on the topics covered in the lecture and problem sets. The quizzes are open note and open book, and are not required to be proctored though they will have a restricted amount of time. Your lowest quiz grade will be dropped, and the remaining 5 quizzes will count for 30% of your grade.

**Midterm Exam:** There will be a midterm exam given halfway through the course. The midterm will consist of 25 multiple choice questions and 5 short answer questions. The midterm will be administered online on Brightspace and have a limited amount of time. Unlike the quizzes, the midterm will not be completely open book and open note. Instead, you will be allowed the front only of a standard 8.5 inch by 11 inch sheet of paper of notes. Furthermore, the midterm must be proctored (see below for proctoring instructions). By default, the midterm exam will count for 30% of your grade.

**Final Exam:** There will be a cumulative final exam. The format will be the similar to the Midterm but will consist of 30 multiple choice questions and 6 short answer questions. The final will be

administered online via Brightspace, have limited time allowed, and will not be open book or note but you will be allowed the front only of an 8.5 inch by 11 inch sheet of paper for notes. The final is also required to be proctored (see below for proctoring instructions). By default, the final exam will count for 30% of your grade. However, you may opt to increase the weight of the final to 45%, and reduce the weight on the midterm or quiz average by 15%.

In summary, by default the grades will be weighted:

Discussion	10%
Quiz Average	30%
Midterm	30%
Final Exam	30%

But again you can increase the weight of the final to 45% and reduce the Midterm to 15% OR the Quiz Average to 15%.

All grades will be eventually adjusted to a 100-point scale and grades will be assigned in the traditional ranges: 90-100 for an A, 80-90 for a B, etc... However, I reserve the right to curve grades as I deem appropriate. Any curve will only help and not hurt students.

### **Proctoring Instructions**

The midterm and final are required to be proctored. You should select a proctor and schedule all of your times as soon as possible. Starting one week prior to course start date, go to the Spears School of Business Online Learning website to choose a testing center at: [spearsonline.okstate.edu](http://spearsonline.okstate.edu), and click on "Select Testing Center" at the top right of the page. Follow the instructions to identify your testing center. Up to one week before each exam start date, make your appointment directly with your testing center to take each exam while being monitored by a proctor for test security reasons. The exam and/or exam instructions will be sent to your testing center 3 days prior to the exam start date. Contact the Spears School Online Learning office at [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu), or call (405) 744-4048 if you have any questions regarding the testing center sign up process. You may also visit <http://spears.okstate.edu/online/guide>.

### **Instructor Response**

I will respond to student inquiries within 24 hours during Monday-Friday business hours. Students can expect quiz and exam grades within one week from the deadline to complete them. All grades will be posted to the Gradebook in Brightspace within one week of the due date for an assignment.

### **Make-up Policy**

The six quizzes are weekly and students will have the ability to work ahead if they expect to be travelling or unable to take one around a scheduled due date. The exams will have a multiple day window to take them. With this structure there should be no need for any make-up exams. If for some situation does arise, you must notify me immediately for an alternative timeframe, though there is NO GUARANTEE AN EXTENSION WILL BE GIVEN.



## Computer Requirements

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system preferred
- [Google Chrome](#) or [Mozilla Firefox](#) web browser (click on links to download). **Note:** lecture videos are not compatible with Internet Explorer or Edge.
- [VLC Viewer](#) video player (click on link to download)

## University Policy

### Drop Policy

Information about university drop policy and dates is at this website: <http://registrar.okstate.edu/> Click on “class schedules,” and “short, internet, and outreach courses” To drop this course, contact the Registrar’s office, (405) 744-6876 , or drop through Banner Self Service, <http://my.okstate.edu>

### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.

## Internet Netiquette Guidelines

A melding of the words "network" and "etiquette", **netiquette** refers to the manner in which communication is conveyed in an electronic environment. Here are some guidelines for communication within this course:

- REFRAIN FROM USING ALL CAPS. It is considered SHOUTING when communicating online.
- Do not post or forward offensive or racially insensitive jokes or comments.
- Be careful with humor and sarcasm.
- Don’t respond to personal attacks: Contact the instructor for action and referral.
- Always add in the subject line a concise statement describing the email or discussion post.



- Respect others' opinions. If you disagree with what another has said, post your thoughts in an objective, respectful manner. Do not make remarks that can be taken personally.
- Reflect upon the text you have entered before posting.
- Keep the discussion within the scope of the course material.
- Communication should be grammatically correct. Adhere to correct sentence structure, grammar, and spelling conventions. Proofread for errors before posting a message.
- Before you respond to a threaded message, read all the messages related to that message that have been previously posted.
- Send out an email to a group using the blind carbon copy field – BCC does not allow your recipients to view who was sent the email.



## Schedule

Date:	Topics
<u>Week 1</u> June 11 – 17	Lecture 1: Economics and Managerial Decisions [Ch 1] Lecture 2: Demand, Supply and Competitive Market Equilibrium [Ch 2] <b>Discussion Topic 1 due by 11:59 PM central time on June 18</b> <b>Quiz 1 due by 11:59 PM central time on June 18</b>
<u>Week 2</u> June 18 – 24	Lecture 3: Elasticity [Ch 3] Lecture 4: Creating Gains & Economic Efficiency [Ch 2, Supplemental] <b>Discussion Topic 2 due by 11:59 PM central time on June 25</b> <b>Quiz 2 due by 11:59 PM central time on June 25</b>
<u>Week 3</u> June 25 – July 1	Lecture 5: Production and Costs [Ch 5] Lecture 6: Managing in Competitive, Monopolistic and Monopolistically Competitive Markets [Ch 8] <b>Discussion Topic 3 due by 11:59 PM central time on July 2</b> <b>Quiz 3 due by 11:59 PM central time on July 2</b>
<u>Week 4</u> July 2 – 8	Midterm Exam Week <b>MIDTERM EXAM must be proctored and taken between July 5 – 9</b>
<u>Week 5</u> July 9 – 15	Lecture 7: Pricing Strategies [Ch 11] <b>Discussion Topic 4 due by 11:59 PM central time on July 16</b> <b>Quiz 4 due by 11:59 PM central time on July 16</b>
<u>Week 6</u> July 16 – 22	Lecture 8: Oligopoly & Game Theory [Ch 10] <b>Discussion Topic 5 due by 11:59 PM central time on July 23</b> <b>Quiz 5 due by 11:59 PM central time on July 23</b>
<u>Week 7</u> July 23 – 29	Lecture 9: Advanced Topics in Business Strategy [Ch 13] Lecture 10: Economics of Information and Uncertainty [Ch 12] <b>Discussion Topic 6 due by 11:59 PM central time on July 30</b> <b>Quiz 6 due by 11:59 PM central time on July 30</b>
<u>Week 8</u> July 30 – Aug. 3	Final Exam Week <b>FINAL EXAM must be proctored and taken between July 31 – Aug. 4</b>

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