

CRN 10282
ECON 6313-001
Managerial Economics
Spring 2018

Course Information

Instructor: Christopher Brown

Meeting day/time/place: Wednesday/6:00-8:50 p.m./Delta Center 103

Office: Delta Center 209

Office Hours: 1:00-2:30 p.m. MTRF

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College of Business Honor Code

As a student of Arkansas State University, I pledge that I will conduct myself with honor and integrity at all times. I will not lie, cheat or steal, nor will I accept the actions of those who do.

Required text:

Christopher Thomas and S. Charles Maurice. *Managerial Economics: Foundations of Business Analysis and Strategy*, 11th edition, New York: McGraw Hill Irwin, 2013. ISBN: 978-0-07-802171-8. MHID: 0-07-802171-5.

The following MBA learning goals guide program and course outcomes in the A-State College of Business:

- Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.
- Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.
- Ethics: Students will understand the role of business ethics when solving problems and making decisions.
- Oral Communication: Students will demonstrate an ability to use oral communication effectively.
- Written Communication: Students will demonstrate the ability to communicate effectively in writing.

This course contributes to the following program outcomes for the MBA program:

- Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.
- Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.

- **Written Communication:** Students will demonstrate the ability to communicate effectively in writing.

Learning Objectives: (1) To survey applications of economic theory and statistical tools to managerial decision making; and (2) to gain proficiency in the use of software tools helpful in the application of economic theory and statistical tools to decision making.

Web Site: You can visit to the course [home page](http://myweb.astate.edu/crbrown/6313.html) by browsing to myweb.astate.edu/crbrown/6313.html. The course home page contains class announcements, links to course materials (such as Power Point slides used during course lectures), and links to articles or other materials relevant to the course.

Examinations, Homework, and Grades: Your grade will be determined on the basis of your performance on three (3) examinations, four (4) homework assignments, and two (2) case study exercises (see description below). Examinations will consist of essay questions and problems. The Final Exam is *NOT* comprehensive. The various components have the following “point” values:

<i>Item</i>	<i>Points</i>
Homework	40 (10 each)
Case Studies	30 (15 each)
Exam 1	100
Exam 2	100
Final Exam	130
Total	400

The following scale will be applied to determine your final grade:

<i>Points</i>	<i>Grade</i>
352-400	A
300-351	B
240-299	C
200-239	D
Below 200	F

Case Study Exercises: The course requirements include two (2) *group* case study assignments. The cases are:

‘Regulating Broadband in Chile: The Debate Over Open Access,’ Harvard Kennedy School Case Number 1955.0 (HKS670), 2012.

‘Atlantic Computer: A Bundle of Pricing Options,’ Harvard Business School (Brief) Case, May 28, 2007.

Students will be divided into teams. Each team will receive ONE (1) copy of the case. Your team will need to designate one member as the “case handler.” This person will receive the case and will be responsible for making the case available to other team members. *The case is copyrighted material.*

Copyright permission to print additional copies of the case for team members can be obtained for \$8.95 per copy at hpsp.harvard.edu.

Your grade on case study exercises depends on the grade received by your team. Your team grade will have 2 components of equal weight:

1. The instructor will distribute a set of questions/issues pertaining to the case. Your team is to submit a typed report of 2 to 3 pages addressing these issues/questions. The report should be well-organized, to-the-point, cogent and should make reference to the concrete facts of the case where relevant. Rambling discussions will be disregarded. The “fatal flaw” policy is in effect for this report.
2. The remaining ½ of your grade is based on the quality of the in-class discussion of the case by your team.

Schedule of Course Topics, Reading Assignments, and Exams

<i>Date</i>	<i>Topic</i>	<i>Reading Assignment</i>
<i>Jan 17</i>	Managers, Profits, and Markets	Chapter 1
<i>Jan 24</i>	Demand, Supply, and Market Equilibrium	Chapter 2
<i>Jan 31</i>	Marginal Analysis for Optimal Decisions	Chapter 3, pp. 86-116
<i>Feb 7</i>	Optimization using Calculus	Mathematical Appendix to Chapter 3
<i>Feb 14</i>	<i>EXAM 1</i>	
<i>Feb 21</i>	Basic Estimation Techniques	Chapter 4
<i>Feb 28</i>	Elasticity and Demand	Chapter 6
<i>Mar 7</i>	Demand Estimation and Forecasting ¹	Chapter 7
<i>Mar 14</i>	<i>EXAM 2</i>	
<i>Mar 28</i>	Production Costs in the Short Run	Chapter 10
<i>Apr 4</i>	Managerial Decisions for Firms with Market Power	Chapter 12
<i>Apr 11</i>	Strategic Decision Making in Oligopolistic Markets ²	Chapter 13
<i>Apr 18</i>	Decisions Under Risk and Uncertainty	Chapter 15
<i>Apr 25</i>	Case Study ³	
<i>May 7</i>	<i>Final Examination</i> ⁴	

¹ There will be an in-class forecasting exercise on this date.

² There will be an in-class case study exercise on this date (“Regulating Broadband in Chile”).

³ There will be an in-class case study exercise on this date (“Food Fight”).

⁴ 5:30-7:30 p.m.

Policies

Make-up Policy: Should a student be forced to miss an examination, the student should make every effort to notify the professor **in advance** of the exam to be missed. If unable to contact the professor (by phone or e-mail) prior to the exam, the student should contact the professor as soon as possible. Presuming the student has made a *good faith effort* to notify the instructor, and if the student can present a credible excuse for his or her absence, then a make-up exam will be arranged.

Revised College of Business Fatal Flaw Policy

The Fatal Flaw policy for all COB courses is:

1. The maximum number of flaws is 1 per 125 words.
2. The penalty for the first round of failed papers is to take off up to 15% of the total grade. The paper is returned to the student for rewriting and resubmission. As determined by the instructor, the student will be given adequate time to go to the Writing Center or Writing GA in the College of Business, provide proof from the Writing Center or COB Writing GA that he or she has been assisted with the paper, and resubmit the paper for grading. "Adequate time" should also allow for sufficient time for the instructor to regrade the submission to meet grade submission deadlines.
3. Should the revised paper contain the same number or more of flaws as indicated in #1 above (more than 1 per 125 words), the paper may be assessed up to an additional 15 penalty points off the final grade.

Fatal flaws include, but are not limited to:

- misspelled words
- sentence fragments or run-on sentences
- erroneous capitalizations, incorrect punctuation,
- mistakes in verb tense or subject/verb agreement or incorrect word usage
- improper citations
- awkward writing and lack of conformity with assignment format

Writing Center and College of Business Writing Tutor:

The Writing Center is available to all students and our College of Business Writing Tutor, as an extension of the Writing Center, is available to business students. The Writing Center is available approximately 38 hours per week in the Learning Commons area of the Dean B. Ellis Library. The CoB Writing Tutor is available in the Business Building approximately 20 hours per week. Announcements will be made each semester for the specific hours for both and the specific location for the CoB Writing Tutor. Skype tutoring is offered by the Writing Center for those students not on campus.

Students can utilize the center by walking in, setting up an appointment in person or via phone at (870) 972-3451, scheduling weekly appointments with the same tutor, attending one of the Discipline Drop-In Hours in the Writing Center and across campus, attending one of the workshops, and joining one of the writing groups.

The Writing Tutors will:

- help students to understand and plan the writing project;
- talk with students about the content, organization, style, and/or mechanics of student's work;
- work with students on integration of sources and documentation (APA, Chicago, MLA, Turabian, etc.);
- ensure that students are not engaging in academically dishonest writing and research practices;
- walk students through how to utilize the campus research databases;
- not only help students create better writing, but help students to become better writers;
- treat students and student work with respect.

The Writing Tutors will not:

- review student work without student present;
- write or edit student paper;
- tell student what to write;
- assign a grade to student work, even informally;
- discuss student or student work with anyone outside of the Writing Center without student permission.

For questions, comments, or suggestions, students can contact the Writing Program and Writing Center Director and W.A.C./W.I.D. Co-Coordinator, Dr. Kristi Murray Costello @ kcostello@astate.edu or the Writing Center Assistant Director and W.A.C./ W.I.D. Co-Coordinator, Airek Beauchamp, at abeauchamp@astate.edu.

Like and follow www.facebook.com/astatewritingcenter and Twitter @AstateWriting to keep up with services, promotions, and events. <http://www.astate.edu/college/humanities-and-social-sciences/departments/english-and-philosophy/writing-guide/writing-lab/>.

Students with Disabilities:

Students who require academic adjustments in the classroom or by way of the web due to a disability must first register with Arkansas State Disability Services. Following registration and within the first two weeks of class, please contact me to discuss appropriate academic accommodations, technology requirements, software and hardware specifics and requirements. Appropriate arrangements can be made to ensure equal access to this course.

Based on A-State Disability Services guide: <http://www.astate.edu/a/disability/faculty-resources/>.

Inclement Weather Policy:

All official announcements regarding inclement weather will be made only through official university communications. The official university website, AState.edu, is supplemented by the verified university social media accounts -- on Facebook (Facebook.com/ArkansasState) and Twitter (@ArkansasState). Email communication for emergency and weather alerts is provided to the official AState.edu issued faculty and staff or student accounts. Individuals who have signed up for text alerts will also receive notices of opening and closures.

During times of university closure or inclement weather, instruction may be continued through Arkansas State's online capabilities including Blackboard and/or email to maintain academic continuity of the course. When such changes are made, it is incumbent upon both the faculty to communicate the change

and for students to monitor their official Arkansas State student email account so that they can receive notifications.

Commuter students are encouraged to use good judgment in deciding whether to drive to campus during inclement weather. When the decision is made to not travel to campus under this policy, it is the responsibility of the student to immediately contact the professor to explain the circumstances and to determine the need to complete any missed assignments.

Students are responsible for all missed assignments during inclement weather within a time frame to be determined by the professor.

Based on Provost's statement 2.13.2015: <http://www.astate.edu/news/get-prepared-for-inclement-winter-weather>.

Academic Misconduct Policy:

Arkansas State University and the A-State College of Business enthusiastically promotes academic integrity and professional ethics among all members of the A-State academic community. Violations of this policy are considered as serious misconduct and may result in severe penalties.

A. PLAGIARISM

Plagiarism is the act of taking and/or using the ideas, work, and/or writings of another person as one's own.

1. To avoid plagiarism give written credit and acknowledgment to the source of thoughts, ideas, and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.
2. If you directly quote works written by someone else, enclose the quotation with quotation marks and provide an appropriate citation (e.g., footnote, endnote, bibliographical reference).
3. Research, as well as the complete written paper, must be the work of the person seeking academic credit for the course. (Papers, book reports, projects, and/or other class assignments)
4. Discipline: Faculty members may respond to cases of plagiarism in any of the following ways:
 - a. Return the paper or other item for rewriting; the grade may be lowered.
 - b. Give a failing grade on the paper or other item—"F" if a letter grade is used or zero if a numerical grade is used.
 - c. Give the student who plagiarized a failing grade in the course.
 - d. Recommend sanctions, including disciplinary expulsion from the university.

B. CHEATING

Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner.

1. Observing and/or copying from another student's test paper, reports, computer files and/or other class assignments.
2. Giving or receiving assistance during an examination period. (This includes providing specific answers to subsequent examinees and/or dispensing or receiving information that would allow the student to have an unfair advantage in the examination over students who did not possess such information.)
3. Using class notes, outlines, and other unauthorized information during an examination.

4. Using, buying, selling, stealing, transporting, or soliciting, in part or in whole the contents of an examination or other assignment not authorized by the professor of the class.
5. Using for credit in one class a term paper, book report, project, or class assignment written for credit in another class without the knowledge and permission of the professor of the class.
6. Exchanging places with another person for the purpose of taking an examination or completing other assignments.
7. Discipline: Faculty members may respond to cases of cheating in any of the following ways:
 - a. Allow the testing to progress without interruption, informing the offending student about the offense—and award a failing grade on the test—"F" if a letter grade is used or zero if a numerical grade is used.
 - b. Seize the test of the offending student and give a failing grade on the paper.
 - c. Give the offending student a failing grade in the course.
 - d. Recommend sanctions, including disciplinary expulsion from the university.

Sanctions for Academic Misconduct

Sanctions for Academic Misconduct may be imposed by the faculty member or instructor discovering the Academic Misconduct except in the case of dismissal from a particular program which shall be made by the department chair or program director, or suspension or expulsion from the university, which shall be made by the dean. The following sanctions may be imposed for Academic Misconduct:

- A failing grade on the paper or project;
- Rewriting or repeat performance of course work;
- A failing grade for the class;
- Dismissal from the class;
- Dismissal from a particular program;
- Suspension or Expulsion from the university;
- Other appropriate sanctions as warranted by the specific acts of the student, such as:

A student may not avoid academic sanctions by withdrawing from a class, a program, or the university.

Academic Integrity Policy in the Student Handbook at <http://www.astate.edu/a/student-conduct/files/Student+Handbook+1415+22415.pdf>



COLLEGE OF BUSINESS

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Hello Students,

After discussions with many faculty, students, and business leaders in recent months, I am very pleased to share our Arkansas State University College of Business Honor Code. It is an essential part of the educational experience that we provide that each of our students understand their credibility, work ethic, and behavior reflect on their classmates, Arkansas State University, and their future. Each student enrolled in an Arkansas State University College of Business course accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish.

The Arkansas State University College of Business Honor Code is below:

As a student of Arkansas State University, I pledge that I will conduct myself with honor and integrity at all times. I will not lie, cheat or steal, nor will I accept the actions of those who do.

Integrity is a fundamental part of our culture and permeates what we do as a leading business school in this state and throughout the world. As we prepare our students for the professional rigors of decision-making and leadership and as you, our students, engage in these endeavors we will invest in one another to build trusted relationships and a shared reputation for integrity.

I am excited about our collective role in educating and preparing talented, thoughtful, and ethical business leaders in the years ahead.

Thank you,

Dr. Shane Hunt
Dean, A-State College of Business

Your Commitment

As a student of Arkansas State University, I pledge that I will conduct myself with honor and integrity at all times. I will not lie, cheat or steal, nor will I accept the actions of those who do.

Signature

Name (Print)

Date

