

University of Texas at El Paso

Syllabus

Managerial Economics 3310 CRN 15855

Fall{8/23/2021-12/2/2021}

Instructor: Dr. Boris D. Higgins

Office Hours: Monday and Wednesday 4:00pm-5:00pm and by Appointment

Location: COBA Rm. 239 & On-line Blackboard Collaborate Ultra

Telephone: Office:915-747-7718; Cell: 915-217-6113

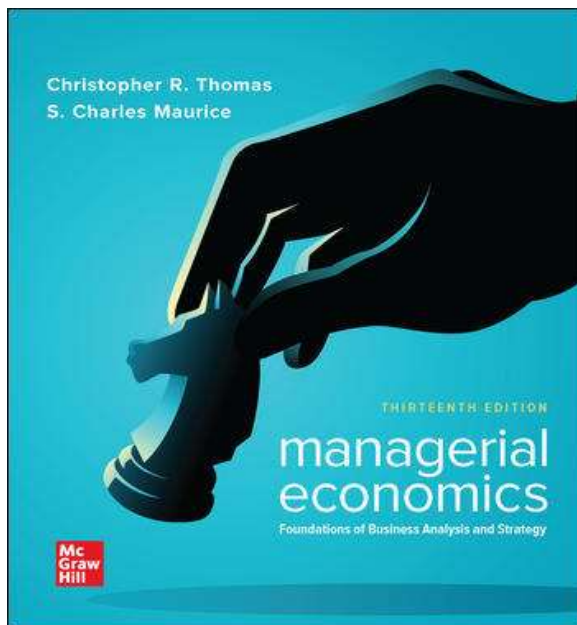
E-mail: bhiggins@utep.edu

Text: Managerial Economics: Foundations of Business Analysis and Strategy, 13th Edition

By Christopher R. Thomas and S. Charles Maurice

Publisher: Pearson

Copyright: 2020



Course Description and Objective: Business managers continuously engage in making decisions and formulating strategies regarding output, cost, pricing and revenues. Economic information is vitally needed to engage in these activities. Business managers also have to be equipped with a working understanding of Economics to assist them in executing the many managerial roles they are involved in with a firm. This course is designed as an Economics

course for business managers building on the principles of Economics and extending into a deeper study of Economic concepts that will be suitable for everyday use by business managers. This material will deal with among others applied analysis relating to market supply and demand, consumer behavior, elasticities of demand for single products, related products and income. In depth determination of output, cost, pricing and revenues utilizing functional forms. Applied analysis of economic market structures utilizing pricing and output strategies. At the completion of the course the student should have a greater capacity to help to influence the performance and growth of a firm as an entry-level agent.

Methodology: Lecture and Class Discussion

Class Policy: It is recommended that students read the assigned chapters to be prepared for course activities. If you need help please see me during office hours or make an appointment to meet with me. Meetings or office hours will be done in my office or on-line using Blackboard Collaborate Ultra. If you need to contact me please do so by the above means but please don't contact me before six in the morning or after ten at night. The best way to contact me is by telephone(call or text). When you call or text please let me know who you are and what class you are in. If you leave a voice mail please leave your name, a call back number and the class you are in. When you e-mail me please let me know what class you are in. If you message me please do so through blackboard(preferably) or at my above e-mail. I will respond to e-mail and voice messages within 24 hours of receipt. Please log into Blackboard on a daily basis from 8:00am-11:59pm for notes, announcements, updates, etc. about the course.

Please complete your homework(HW), quizzes and exams by the due date no late submissions will be accepted. There will be no make-up homework or quiz if you miss the due date. Homework and quizzes will usually be completed on-line via Blackboard/Connect and will be due by 11:59pm MST on the due date. PLEASE GO TO BLACKBOARD FIRST BEFORE YOU GO TO CONNECT TO START YOUR HOMEWORK AND QUIZ ASSIGNMENTS OTHERWISE YOUR GRADE FOR YOUR ASSESSMENTS WON'T SHOW IN BLACKBOARD. Exams will be administered in class on Wednesday's. There will be only one make up test given if you miss a test. Only one test can be missed. You will have the regular first two class days to contact me from the date of the missed test so arrangements can be made for a make-up test. If you haven't contacted me within those two days you will not be permitted to take a make-up test. There will also be no extra credit assignments given except at the professor's discretion. Please be aware that lecture notes will also be used to make up the tests.

Attendance Policy:

Attendance is required for this course. According to the 2021-2022 Undergraduate Catalog it is expected that the student attend all classes. Participation is imperative for successful completion of this course and is determined by completion of the following activities:

- Reading/Viewing all course materials to ensure understanding of assignment requirements
- Completing all Module Activities (HW assignments, quizzes, etc.)
- Completing all Major Assignments(exams)

If students miss too many quizzes, homework assignments and exams these will be grounds for possibly being dropped from the course regardless of the impact on GPA.

Academic Dishonesty:

UTEP students are expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more [HOOP: Student Conduct and Discipline](#).

Drop Policy:

To drop this class, please contact the [Registrar's Office](#) to initiate the drop process. If you drop or the professor drops you before the UTEP drop deadline, you will receive a "W." If you drop yourself or are dropped by the professor after the deadline, you will receive an "F." **The final day to withdraw from the course without penalty and receive a "W" is Friday, October 29th 2021. It is the student's responsibility to withdraw from the course by the due date if she or he is having difficulty or encountering any unforeseen circumstance. Please don't rely on the professor to withdraw you from the course.**

Students with Disabilities: The Center for Accommodations and Support Services (CASS) aspires to provide students with disabilities, accommodations and support services to help them pursue their academic, graduation, and career goals. If you have a disability and believe you may need services, you are encouraged to contact the center to discuss your needs with a counselor. All discussions and documentation are kept confidential. Contact: Monday thru Friday 8:00a.m.-5:00p.m. Phone:(915) 747-5148. Location: Union Building East Room 106. E-mail:

cass@utep.edu

Assessment and Grading: There will be four exams including the final given throughout the course and the final will be comprehensive in nature. It is recommended that students take all exams since if you miss an exam only one make up will be given. So, if you miss more than one of the three exams before the final you will not pass the class. **No one will be exempt from the final it is mandatory. Everyone has to take the final on the day mandated by the university please schedule your activity around that date.** The exams will be a combination of true/false, fill in the blanks and multiple choice questions for each of the four exams including the final. There will be 50 questions for each of the exams. There will be pedagogical homework assignments and quizzes employed that will comprise your grade. Grades will be assigned according to the official university scale:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

Below 60 = F

Incomplete = I

Withdrawn = W

Grading for this course will be done in the following way:

Test 1- 20%

Test 2- 20%

Test 3- 20%

Test 4- 25%

HW- 10%

Quizzes- 05%

100%

A Note on Grading: Your grade in the course will be located in Blackboard under the section “Current Course Average” not “Points.” Please monitor your grade on a regular basis especially after the submission of assignments and exams since this grade will stand throughout the course. If there are any issues or concerns please contact me as soon as you can so I can address them.

Incomplete: An incomplete will not be granted because of poor performance in the course or to repeat the course. An incomplete is granted only in exceptional circumstances such as medical illness, military leave or reassignment, job re-location, certain personal hardships among other things. If such an exceptional circumstance arises please inform me before the final exam in order to consider this possibility. An incomplete will not be granted after the final exam no matter what’s the reason.

Topic Coverage

0823/21-09/13/21

Topics: 1-4(Segment I)

Ch.1) Managers, Markets and Profits

Ch.2) Demand, Supply and Market Equilibrium

Ch.3) Marginal Analysis for Optimal Decisions

Ch.4) Basic Estimation Techniques

09/20/21-10/11/21

Topics: 5-8(Segment II)

Ch.5) The Theory of Consumer Behavior

Ch.6) The Elasticity and Demand

Ch.7) Demand Estimation and Forecasting

Ch.8) Production and Cost in the Short Run

10/18/21-11/08/21

Topics: 9-12(Segment III)

Ch.9) Production and Cost in the Long Run

Ch.10) Production and Cost Estimation

Ch.11) Managerial Decisions in Competitive Markets

11/15/21-12/01/21

Ch.12) Managerial Decisions for Firms with Market Power

Topics: 13-16(Segment IV)

Ch.13) Strategic Decision making in Oligopoly Markets

Ch.14) Advance Pricing Techniques

Ch.15) Decisions under Risks and Uncertainty

Ch.16) Government Regulation of Business

Test Dates

09/15/21

Test I

10/13/21

Test II

11/10/21

Test III

12/08/21 Test IV: Final(Comprehensive); Wednesday: 07:00pm-09:45pm

NETIQUETTE GUIDE FOR WORKING ONLINE

It is important to recognize that while working certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

SECURITY:

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

GENERAL GUIDELINES:

When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication
- Always use your professors' proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language
- Remember that all college level communication should have correct spelling and grammar
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING
- Limit and possibly avoid the use of emoticons like :)
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive
- Be careful with personal information (both yours and other's)
- Do not send confidential patient information via e-mail

EMAIL NETIQUETTE:

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line
- Be brief
- Avoid attachments unless you are sure your recipients can open them
- Avoid HTML in favor of plain text
- Sign your message with your name and return e-mail address
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
 - Be sure you REALLY want everyone to receive your response when you click, "reply all"
 - Be sure that the message author intended for the information to be passed along before you click the "forward" button

MESSAGE BOARD NETIQUETTE AND GUIDELINES:

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material
- Take your posts seriously and review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Be sure to read all messages in a thread before replying
- Don't repeat someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point
- Always be respectful of others' opinions even when they differ from your own
- When you disagree with someone, you should express your differing opinion in a respectful, non-critical way
- Do not make personal or insulting remarks
- Be open-minded

TECHNOLOGY

As you prepare to take courses at UTEP, we want to share with you some basic information about technology to make this a successful experience. Having your computer requirements checked and all software up to date is essential to access course content. Please take some time to read through this page and ensure you have the information you need to get successfully started.

Supported Browsers:

For a PC: Firefox, Internet Explorer (Do NOT use IE7), and Chrome

For a Mac: Safari, Firefox, and Chrome

Blackboard will work most efficiently when you

1. Allow pop-ups
2. Regularly clear your browser cache

Plug-ins:

Cookies, pop-ups and Java are all required in order for your learning management system to function correctly.

Check Your Java:

1. Go to <http://java.com>
2. Click on "Do I Have Java?"
3. Click on "Verify Java Version."
4. Update Java if needed.

You may also need additional browser plug-ins to view some content that your instructor may share on the learning management system. Common plug-ins include:

Adobe Reader

Flash Player

Windows Media Player

VLC Player

QuickTime

Additional Software:

When creating documents, slide presentations, spreadsheets, etc., you must use Microsoft Office or a compatible program. The UTEP-IT website can also provide you with any applications, compatibility packs, patches, and updates you may need.

UTEP Virtual Private Network:

UTEP's electronic resources such as electronic books and articles from the library, are available to registered students when working from outside the campus network. In order to access these resources, you will need to set up a Virtual Private Network (VPN) that recognizes you are a UTEP student.

One More Tip: File Names

When saving and giving your file a name: NO SYMBOLS, except dash and underscore; a space is a symbol.

File names should contain letters, numbers, and/or a dash (-) and/or an underscore (_) only. Otherwise, a file may not open.

Example of a Bad Filename: Mr. Joe's analysis # 3.1 5/10/2013.doc

Example of a Good Filename: Mr_Joe_analysis_3_1_5-10-2013.doc

Example of a Better Filename: Joe_analysis-3-1.doc

For PC Users: When uploading a file, make sure you locate the actual folder you have the file in, Do NOT use the "Recent" folder, as that is only a link to your file.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

STUDENT RESOURCES

UTEP provides a variety of student services and support:

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [Military Student Success Center](#): UTEP welcomes military-affiliated students to its degree programs, and the Military Student Success Center and its dedicated staff (many of whom are veterans and students themselves) are here to help personnel in any branch of service to reach their educational goals.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [Miner Learning Center](#): Students in certain classes (usually core courses) have access to online tutoring through the Miner Learning Center.

OTHER:

LECTURE NOTES

My lecture notes are provided to everyone for their benefit at no extra cost. Please don't provide my lecture notes to any on-line services for sale to any student at this university or anywhere else. Anyone who violates this policy will be subject to full disciplinary actions by the university.

IMPORTANT DATES

09/06/21 Labor Day: Institutional Holiday-No classes; university closed

11/25-26/21 Thanksgiving: Institutional Holiday-No classes; university closed

12/6-10/21 Fall Final Exams

COVID-19

UTEP has established policies to help protect the health of our community and make our campus safe.

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

COVID-19 Pre-cautions:

You must STAY AT HOME and REPORT if you (1) have been diagnosed with COVID19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at COVIDaction@utep.edu . If you know anyone who should report any of these three criteria, encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

Student Responsibilities:

Complete COVID-19 student training at [this site](#).

- Contact your professor if temporary accommodations due to COVID-19 are needed (i.e., due to positive COVID-19 test, symptoms, or exposure). Please have proof via medical documentation such as test results to provide to your professor.
- Participate in UTEP's [UTEP's COVID testing program](#)
- Follow signage indicating specific entry and exit doors and pathways.
- adhere to room/space limitations on number of occupants.
- Do not touch face until after hands are washed/sanitized.
- Use an alcohol wipe to sanitize the desk, chair, or table.

All Appropriate Contents in the Syllabus are Subject to Change.