Managerial Economics  
ECON 3310 (CRN 22348)  
Spring 2017  
MW 10:30 AM-11:50 AM  
Business Administration, Room 313

Instructor: Nathan Ashby, Ph.D.  
Office: Business Administration 242  
Office Hours: MW 1:00-200 PM; W 9:00-10:00 AM; or by appointment  
Email: nashby@utep.edu  
Phone: 915-747-7791

**Required Text:** Perloff, Jeffrey M., and Brander, James A. *Managerial Economics and Strategy, 2nd edition,*  
Loose leaf text + MyLab – ISBN: 0134472764  

**Recommended:** *The Wall Street Journal, Financial Times, New York Times, Economist*

Prerequisites: ECON 2304

**Course Description (from UTEP Handbook):** The course covers microeconomic concepts relevant to managerial decision-making. Topics include demand and supply analysis, consumer demand theory, forecasting, production and cost analysis, market structure, risk analysis and regulatory theory. Applications, including simulation, are used for an understanding of the economic tools and their potential use for solving real-world problems.

**Course Objectives:** To enable students to be able to make informed management decisions based on a sound understanding of microeconomic concepts and the tools that are available to provide such analyses. Many of these skills will be useful whether managing a household, a private business, or working as an analyst or consultant for a large company.

**Grades:** The class grade will be determined by the following components:

- Four Exams: 70%  
- My Econlab Assignments: 20%  
- REEF Polling Participation: 10%

**Exam Dates:**

- Exam I (Online)  Wednesday, February 8  
- Exam II (In Class)  Wednesday, March 8  
- Exam III (Online)  Wednesday, April 12  
- Final Exam  See university exam calendar
Exams: It is the student's responsibility to check the final exam schedule and determine the exam date and time. There will be a total of four exams during the semester, two of which will be taken online using MyEconLab. Exam II will be held in class. Students will be allowed to drop their lowest exam out of Exams I-III. All other exams will be equally weighted. Students that perform 75 percent or better on Exam II will be allowed to take the final online. All other students are required to take it in class.

You will be required to bring your own scantrons for the exams. The exams will consist of multiple choice questions. I will only arrange for make-up exams for university excused absences cleared with me PRIOR to the exam. The final exam will be comprehensive.

My ECON Lab Assignments:

My Econ Lab is required for this course, and it is your responsibility to make sure you sign up for it in a timely manner. There will be sixteen assignments you will complete online throughout the semester. You will generally have one week after I begin lecturing on a given chapter to complete the assignment corresponding to that chapter. There will be some exceptions so please pay close attention to the outline. Although these assignments will vary in length and difficulty, all assignments will be equally weighted for simplicity. Your three lowest scores will be dropped.

Participation:

UTEP will be piloting a classroom response system called REEF Polling this semester. As a result, it will be provided to all students and instructors for free. In order to use Reef polling, you will need to bring a lap top, tablet, or cell phone to class. If for some reason you do not have access to at least one of these technologies in class, you can buy an iClicker from the bookstore.

I will use this tool to take polls in class and also to see how well you understand the concepts covered. I expect active participation. I expect you to come to class prepared and answer the questions I give to the best of your ability based on your preparation prior to class and on my explanations in class.

Ten percent of your grade may not seem like a whole lot. However, by the end of the semester you will be happy to have as many participation points as possible. In addition, you will find that active participation in class will greatly enhance your performance on exams.

There will be times for most of you when you are unable to send the attendance code or answer a question due to technology glitch. I encourage you to fill out a log where you record the date the error occurred and a description of the error. That way you can send a request to REEF to make a correction for the error. You will be able to turn a log for any remaining issues by May 3. If I feel some of your reasons are legitimate, I may adjust your score for some of your issues at my discretion. That said, do not come up to me in class and complain about the technology not working. This will waste your time, my time, and the time of class members. Asking me to deal with your technology problem is like asking the garbage man to fix your cable. Contact REEF Polling support at http://support.REEF-education.com/ and they will help you out.
## Course Outline

The chart below provides the outline with the chapters that will be covered throughout the semester and the dates in which they will be covered. This outline may be revised throughout the semester as necessary.

<table>
<thead>
<tr>
<th>Lecture and Exam Dates</th>
<th>Content Covered</th>
<th>Homework/Exams Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/18, 1/23</td>
<td>Chapter 1: Introduction</td>
<td>HW-Getting Started (1/26)</td>
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<td></td>
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<td>HW-Chapter1 (1/30)</td>
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<tr>
<td>1/25, 1/30</td>
<td>Chapter 2: Supply and Demand</td>
<td>HW-Chapter 2 (2/3)</td>
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<td>2/1, 2/6</td>
<td>Chapter 3: Empirical Methods for Demand Analysis</td>
<td>HW-Chapter 3 (2/6)</td>
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<tr>
<td>2/8</td>
<td><strong>Exam I- Online (No Class)</strong>(Chapters 1-3)</td>
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<tr>
<td>2/13, 2/15</td>
<td>Chapter 4: Consumer Choice</td>
<td>HW-Chapter 4 (2/20)</td>
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<tr>
<td>2/20, 2/22</td>
<td>Chapter 5: Production</td>
<td>HW-Chapter 5 (2/27)</td>
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<tr>
<td>2/27, 3/1</td>
<td>Chapter 6: Costs</td>
<td>HW-Chapter 6 (3/6)</td>
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<tr>
<td>3/6</td>
<td>Chapter 7: Firm Organization and Market Structure</td>
<td>HW-Chapter 7 (3/10)</td>
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<td>3/8</td>
<td><strong>Exam II (In Class)</strong> -Chapters 4-7</td>
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<td>3/13-3/17</td>
<td>Spring Break</td>
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<td>3/20, 3/22</td>
<td>Chapter 8: Competitive Firms and Markets</td>
<td>HW-Chapter 8 (3/27)</td>
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<td>3/27, 3/29</td>
<td>Chapter 9: Monopoly</td>
<td>HW-Chapter 9 (4/3)</td>
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<td>4/3</td>
<td>Chapter 10: Pricing with Market Power</td>
<td>HW-Chapter 10 (4/10)</td>
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<td>4/5, 4/10</td>
<td>Chapter 11: Oligopoly and Monopolistic Competition</td>
<td>HW-Chapter 11 (4/14)</td>
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<td>4/12</td>
<td><strong>Exam III- Online (No Class)</strong>(Chapters 8-11)</td>
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<tr>
<td>4/17, 4/19</td>
<td>Chapter 12: Game Theory and Business Strategy</td>
<td>HW-Chapter 12 (4/24)</td>
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<td>4/19, 4/24</td>
<td>Chapter 14: Managerial Decision Making Under Uncertainty</td>
<td>HW-Chapter 14 (4/25)</td>
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<tr>
<td>4/24, 4/26</td>
<td>Chapter 15: Asymmetric Information</td>
<td>HW-Chapter 15 (5/1)</td>
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<tr>
<td>5/1, 5/3</td>
<td>Chapter 16: Government and Business</td>
<td>HW-Chapter 16 (5/3)</td>
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Check the university exam schedule to see the final exam date and time.

**Final Exam** - Comprehensive Chapters 12, 14-16 (70-75 percent); Everything else (25-30 percent)
Grading Scale

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>[90-100+]</td>
</tr>
<tr>
<td>B</td>
<td>(80-90)</td>
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<tr>
<td>C</td>
<td>(70-80)</td>
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<tr>
<td>D</td>
<td>(60-70)</td>
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<tr>
<td>F</td>
<td>&lt;60</td>
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**Lectures:** Lectures will not necessarily be posted before class. It is your responsibility to come to class prepared ready to participate. This forces students to come to class more prepared.

**Laptop Policy:** Obviously, given the use of REEF Polling, technology will be allowed in this class. I also know many students are very efficient at taking notes on these devices and will assume that you will be using them for this purpose when not answering REEF Polling questions. However, if ever I observe that you are using it for other purposes such as viewing email, watching Youtube videos, etc., I will ask you to put it away at the expense of your participation credit for that day. If you ignore my request, I reserve the right to withdraw your privileges to use REEF for as long as I see fit.

**Communication:** During the semester it will be important for me to inform you of announcements or important changes to the course. You should regularly check your email. If you do not use your UTEP account, you should have it forwarded to the account that you do use on a regular basis. Please properly include ECON 3310 in the subject line if you want me to read and/or respond to your message.

**Note:** Incompletes will not be given for poor performance in this class. Also, note that it is the student’s responsibility to ensure proper registration for the course. Failure to do so will result in no grade. If you feel like you are unable to complete the coursework due to a personal hardship, please come see me before the final exam and we can discuss this possibility. However, after the final exam, I will not issue an incomplete regardless of the reason.

**Attendance:** Attendance is required. Students that attend class are likely to do better than those who do not. If students miss a class, they are responsible for all material covered in class. *Borderline students will be rewarded for active participation in class at my discretion.*

**Student Conduct:** Students should participate in class discussions and ask questions if they arise. Students are expected to arrive to class on time, remain in class until the class is dismissed, and to refrain from private conversations and outside reading materials during class.

**Getting Help:** Please feel free to visit me during my office hours to ask questions or discuss the course material in more detail. If you are unable to come during these times or you really feel like you need to visit me, send me an email, give me a call, or just stop by. *If you are struggling, please do not wait until it is too late to get help!!!* Also, if at any time you have a suggestion as to how the class could be improved, please feel free to discuss this with me. Such feedback would be appreciated by me and possibly other members of the class.

That said, I will not attend to any emails, visits, or phone calls begging for grade changes. Nothing short of legitimate appeals with regard to grading will be honored. I will give a maximum of a week to contest the results of an exam after which the grade will stand.
**Academic Integrity:** The University of Texas at El Paso prides itself on its standards of academic excellence. UTEP faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards. Violators will be reported to the dean of students.

It may be possible to game REEF Polling participation in a way that you get credit when you are not present in class. I will take significant precautions to prevent this from happening. However, if I find out that you are taking advantage of me and your fellow classmates in a way which allows you to obtain participation credit when you are not in class, I will pull REEF Polling privileges from you and submit a report to the Dean of Students. I will recommend the maximum penalty possible.

**Students with disabilities:** If you are or think you might be a person with a documented learning disability and anticipate needing any type of accommodation in order to participate in this class, please register with the Center for Accommodations and Support Services in Room 106 of the East Union Building.
To register for ECON 3310 Section 001 Spring 2017:

2. Under Register, select Student.
3. Confirm you have the information needed, then select OK! Register now.
4. Enter your instructor's course ID: ashby62292, and Continue.
5. Enter your existing Pearson account username and password to Sign In.
   You have an account if you have ever used a Pearson MyLab & Mastering product, such as MyMathLab, MyITLab, MySpanishLab, MasteringBiology or MasteringPhysics.
   ➤ If you don't have an account, select Create and complete the required fields.
6. Select an access option.
   ➤ Enter the access code that came with your textbook or was purchased separately from the bookstore.
   ➤ Buy access using a credit card or PayPal account.
   ➤ If available, get temporary access by selecting the link near the bottom of the page.
7. From the You're Done! page, select Go To My Courses.
8. On the My Courses page, select the course name ECON 3310 Section 001 Spring 2017 to start your work.

To sign in later:

2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
4. Select the course name ECON 3310 Section 001 Spring 2017 to start your work.

To upgrade temporary access to full access:

2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
4. Select Upgrade access for ECON 3310 Section 001 Spring 2017.
5. Enter an access code or buy access with a credit card or PayPal account.