

SYLLABUS

ECON 3310 Managerial Economics (CRN 21729), Spring 2021

1. General Information

Time and Location: Jan 19th – May 6th, Online

Instructor: Dr. Xiaojin (Aaron) Sun

Virtual Office Hours: Thursday 2:00-4:00PM on Zoom or by appointment

Join URL: <https://utep->

[edu.zoom.us/j/86113190441?pwd=cGV2Q3k3cjcreFNYc1JyZFRONFdCdz09](https://utep-edu.zoom.us/j/86113190441?pwd=cGV2Q3k3cjcreFNYc1JyZFRONFdCdz09)

Email: xsun3@utep.edu (Students should contact me using UTEP email)

- *Course Overview:* Managerial Economics focuses on microeconomic analysis and its application to business decision making. This course provides students with the tools from intermediate microeconomics, game theory, and industrial organization that they need to make sound managerial decisions. We start with the analysis of basic economic tools such as present value analysis, demand and supply, elasticity, production and costs, and regression analysis. We then move forward to the models of perfect competition, monopoly, and monopolistic competition, oligopoly models and game theory, and a variety of pricing strategies for firms with market power. Prerequisite: ECON 2304.
- *Course Objectives and Expected Outcomes:* Upon completion of this course, students should be able to: demonstrate knowledge of optimization techniques and its application to business decision making; understand the forces of demand and supply that establish prices and quantities observed in the marketplace; apply regression tools (e.g., estimation and hypothesis testing) to the analysis of real business problems; conduct production and cost analysis as a means for understanding the economics of resource allocation; analyze price strategies used by firms in the marketplace under a variety of demand and cost conditions; understand market structures (e.g., perfect competition, monopoly, monopolistic competition, and oligopoly) and the effect of market structure on optimal behavior of firms; and model strategic interactions between firms using tools of game theory.
- *Method of Instruction:* This course is taught online in an asynchronous fashion. The textbook, lecture notes, and video-recorded lectures are the primary resources for the student.

2. Required Materials

- *Managerial Economics and Business Strategy* by Michael R. Baye and Jeffrey T. Prince, 9th Edition, McGraw-Hill. ISBN10: 1259290611.
 - <https://www.mheducation.com/highered/product/managerial-economics-business-strategy-baye-prince/M9781259290619.html>
- Reliable Internet connection
 - It is critical that students have access to a reliable Internet connection throughout the semester.
- Blackboard course site and Zoom
 - Important course information and materials will be posted on Blackboard. Students are expected to check the Blackboard course site on a daily basis. Zoom will be needed for virtual office hours.

3. Tentative Course Outline

We will cover the most important chapters of the book (Chs. 1-3, 5, 8-10). Some topics that are presented in the book will be omitted and some topics that are not in the book will be added. If a topic is not covered, you do not need to know about it for the exams. In order for you to be better prepared, a math review will be provided.

Week 1: 01/19-01/22	Syllabus & Introduction	Quiz by Friday
Week 2: 01/25-01/29	Math Review	HW1 by Friday
Week 3: 02/01-02/05	Chapter 1	HW2 by Friday
Week 4: 02/08-02/12	Chapter 2	HW3 by Friday
Week 5: 02/15-02/19	Chapter 3	HW4 by Friday
Week 6: 02/22-02/26	Exam 1 on Wednesday	
Week 7: 03/01-03/05	Chapter 5-I	HW5 by Friday
Week 8: 03/08-03/12	Chapter 5-II	HW6 by Friday
Week 9: 03/22-03/26	Chapter 8-I	HW7 by Friday
Week 10: 03/29-04/02	Chapter 8-II	HW8 by Friday
Week 11: 04/05-04/09	Exam 2 on Wednesday	
Week 12: 04/12-04/16	Chapter 9-I	HW9 by Friday
Week 13: 04/19-04/23	Chapter 9-II	HW10 by Friday
Week 14: 04/26-04/30	Chapter 10	HW11 by Friday
Week 15: 05/03-05/06	Exam 3 on Wednesday	
Final Exam Week	Case Study Report on Wednesday	

Course materials such as slides, videos, and assignments will be added to weekly folders and made available to students each Monday at 12:00AM. Students are responsible for reading the chapters, reviewing the slides,

watching the videos, and then completing the assignments by each Friday. You are expected to spend a minimum of 4 hours per week on this course.

4. Grading Policy

Grades will be determined as follows:

- Syllabus Quiz = 25 points
- Assignments (25 points ×11) = 275 points
- Exams (100 points ×3) = 300 points
- Case Study = 100 points
- Total = 700 points

Final letter grades will be assigned based on the following scale:

- A, 630 to 700
- B, 560 to 629
- C, 490 to 559
- D, 420 to 489
- F, Below 420

There will not be any extra credit. I will not attend to any emails begging for grade changes.

4.1 Syllabus Quiz

This syllabus contains important information about the class including exam dates, coverage of course material, class policies, and the instructor's contact information. Students are responsible for reading this syllabus and understanding the information contained in it.

A quiz on the syllabus that is worth 25 points will be given in the first week of class. Students should complete the quiz on Blackboard by 11:59PM, Friday, January 22nd. Only one attempt is allowed. Please make sure you read the syllabus carefully before you start the quiz.

4.2 Assignments

Students will be given a homework assignment that is worth 25 points on Blackboard for each of the 11 weeks of class. The weekly assignment will be made available on Monday and is due by 11:59PM, Friday. No late assignments will be accepted. Two attempts are allowed for each homework and your highest score will be recorded.

Makeup assignments will only be provided for university excused absences or medical/family emergencies provided to the professor in advance. In case of medical/family emergencies, students need to provide documentation such as a letter from the doctor.

4.3 Exams

Students will be given three midterm exams that are worth 100 points each on Blackboard. None of these exams is comprehensive. Please mark the following exam dates:

Exam 1: Wednesday, February 24th

Exam 2: Wednesday, April 7th

Exam 3: Wednesday, May 5th

Exams may include multiple choices and computational questions. Each exam allows for 100 minutes and students can choose to take the exam over any 100-minute slot on the exam day. Only one attempt is allowed. Once you start, you need to finish the questions all at once.

Makeup exams will only be provided for university excused absences or medical/family emergencies provided to the professor in advance. In case of medical/family emergencies, students need to provide documentation such as a letter from the doctor.

Being confused about the date or time of the exam, having non-refundable airplane tickets that conflict with the date, family vacations, etc. are not valid reasons for requesting a makeup exam. All valid reasons must be justified with documentation.

4.4 Case Study

The case-study method is a useful pedagogy for applying managerial economics to real business scenarios. The Time Warner Cable case provided at the end of the textbook includes a variety of memos. Each student is expected to choose one memo among memos 1, 2, 4, 6, and 11, and use the information provided along with the knowledge acquired in class to identify key issues and to guide your recommendations and decisions. A 2-page report, size 11 Times New Roman at single space including tables and/or graphs, is due on Wednesday, May 12th. A more detailed instruction and relevant datasets will be provided and made available to students on Blackboard by April 1st.

5. Academic Integrity

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of academic 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.

Any student who commits an act of academic dishonesty is subject to discipline. Academic dishonesty includes, and is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, and any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP), and available in the Office of Student Life and on the homepage of the Office of Student Life at www.utep.edu/dos, can result in sanctions ranging from disciplinary probation, to a failing grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others.

6. Other Important Information

- **Disability Statement:** I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact the Disabled Student Services Office in the East Union Building, Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

Web: <http://www.utep.edu/dsso>

Phone: (915) 747-5148

E-Mail: dss@utep.edu

- **Time Zone:** This course is offered online asynchronously. In case you take the course while you are in a different time zone, please keep in mind that all times mentioned in this syllabus refer to Mountain Time.
- **Communication:** Students are welcomed to communicate with the professor via email. Please always put “ECON3310 + your full name” in the subject line if you want the professor to read and respond your message in a timely fashion. The professor will not reply any email that does not come with a student name. For email etiquette, see <https://www.math.uh.edu/~tomforde/Email-Etiquette.html>.
- **Office hours:** Office hours will be held on Zoom on Thursdays between 2:00 and 4:00PM. Join URL: <https://utep-edu.zoom.us/j/86113190441?pwd=cGV2Q3k3cjcreFNYc1JyZFRONFdCdz09>
- **Course Evaluation:** Your constructive assessment of this course plays an indispensable role in shaping education at UTEP. Upon completing the course, please take the time to fill out the online course evaluation.
- **Copyright Statement:** All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.
- **COVID-19 Accommodations:** Students are not permitted on campus when they have a positive COVID-19 test, exposure or symptoms. If you are not permitted on campus, you should contact me as soon as possible so we can arrange necessary and appropriate accommodations.
- **COVID-19 Precautions:** You must STAY AT HOME and REPORT if you (1) have been diagnosed with COVID-19, (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 screening.utep.edu. If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

For each day that you attend campus—for any reason—you must complete the questions on the UTEP screening website (screening.utep.edu) prior to arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to class when feeling ill or exhibiting any of the known COVID-19 symptoms. If you are

feeling unwell, please let me know as soon as possible, and alternative instruction will be provided. Students are advised to minimize the number of encounters with others to avoid infection.

Wear face coverings when in common areas of campus or when others are present. You must wear a face covering over your nose and mouth at all times in this class. If you choose not to wear a face covering, you may not enter the classroom. If you remove your face covering, you will be asked to put it on or leave the classroom. Students who refuse to wear a face covering and follow preventive COVID-19 guidelines will be dismissed from the class and will be subject to disciplinary action according to Section 1.2.3 Health and Safety and Section 1.2.2.5 Disruptions in the UTEP Handbook of Operating Procedures.