SYLLABUS

ECON 3310: Managerial Economics (CRN 22749), Spring 2016

General Information
Time and Location: TR 9:00-10:20 AM, BUSN-313
Professor: Xiaojin (Aaron) Sun Office: BUSN-222
Email: xsun3@utep.edu Phone: (915) 747-7783
Office Hours: TR 10:30 AM-12:00 PM or by appointment via 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
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.

Required Textbook and Tools
Class Policies

- **University Policy:** See undergraduate catalog at catalog.utep.edu/undergrad/academic-regulations/curriculum-and-classroom-policies. Students are expected to read and understand the catalog thoroughly. Below are some important quotes from the catalog:
  
  - “The student is expected to attend all classes and laboratory sessions and attendance is mandatory for all freshman-level courses (1XXX)."
  
  - “When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor can drop the student from the class with a grade of W before the course drop deadline and with a grade of F after the course drop deadline."
  
  - “Excused Absences for University-Recognized Activities: Students who will be absent while representing the University in officially recognized University activities (sports, band, professional conferences, etc.) must notify the Dean of Students not less than ten (10) days prior to the absence. The Dean of Students will provide the student with a letter of excuse for the professors. It is the student’s responsibility to give the letter to the professors prior to the official recognized activity. Students following these procedures will be permitted to make up both assignments and examinations in consultation with faculty."
  
  - “Absence from Examinations: A student absent from a test during the semester is graded zero (0) unless another policy is set by the instructor."

- **Professor Policy:**
  
  - The professor only provides makeup quizzes/exams 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. All makeups will take place at a time determined by the professor.
  
  - The professor reserves the right to decide the seating arrangement of students in an exam. The professor can ask any student to move to and/or vacate a particular seat, without having to offer any reason. All students are expected to comply.
  
  - The professor decides whether and how to curve student grades. This decision will be made based on the class average. The professor will not attend to any emails or visits begging for grade changes.
  
  - The professor makes announcements and sends emails via Blackboard. Students are expected to check the announcements and their email accounts on a daily basis.
**Exams:** Students are expected to arrive in class on time for exams, otherwise they receive a punishment of 20% of their grades. Nothing other than pencils, erasers, and calculators will be allowed during exams.

**Lectures:** In order to induce students to come to class more prepared, lecture notes will not necessarily be posted before class. It is students’ responsibility to come to class prepared ready to participate. This means read the material before coming to class. Lecture notes will be posted to Blackboard right after each chapter is finished. Students are expected to arrive in class on time so that other students won’t be interrupted.

**Communication:** During the semester students are welcomed to communicate with the professor via email. Please always put “ECON 3310 + your full name” in the subject line if you want the professor to read and respond your message. The professor will not reply any email that does not come with a student name.

**Getting Help:** Please feel free to visit the professor during office hours to ask questions or discuss the course material in more detail. If you are unable to come during regular office hours, please make an appointment via email. If you are struggling, please do not wait until it is too late to get help. If at any time you have a suggestion as to how the class could be improved, please feel free to discuss this with the professor. Such feedback would be highly appreciated.

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

- **Daily in-class quizzes via Top Hat (40%)**
  You will be required to purchase an application called Top Hat that will be used for daily in-class quizzes throughout the semester. In order to use Top Hat, you will need to bring a laptop, tablet, or cell phone to class. If for some reason you do not have access to at least one of these technologies in class, please talk to the professor during the first week of class. However, your life will be much easier if you use this technology. In-class quizzes account for 40% of your class grade. While quizzes are given on a daily basis, they are weighted equally across chapters. Within each chapter, all questions are weighted equally.

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. However, Top Hat is able to recognize whether or not you made an attempt to connect with its server. You are encouraged to fill out a log where you record the date and time the error occurred and a description of
the error. That way you can send a request to Top Hat to make a correction for the error. Do not come up to the professor in class and complain about the technology not working. Contact Top Hat support and they will help you out.

- Three exams (20% each)
  You will be required to bring your own scantrons for your exams. The tentative exam dates are:
  Exam 1: Tuesday, Feb 23rd, in class
  Exam 2: Thursday, Mar 31st, in class
  Exam 3: Tuesday, May 10th, 10:00 AM-12:45 PM
  The dates for the first two exams are subject to change. Changes, if necessary, will be announced via Blackboard.

- Extra credit
  You will be provided opportunities of earning extra credit in class.

**Grading Scale:** 90+=A, 80-89=B, 70-79=C, 60-69=D, 59 and below=F.

**Tentative Course Schedule**
We will cover the most important part of the book in this class (Chs. 1-3, 5, 8-10). However, 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 discussed in class, 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.

**Math Review**

**Chapter 1** The Fundamentals of Managerial Economics

**Chapter 2** Market Forces: Demand and Supply

**Chapter 3** Quantitative Demand Analysis

**Exam 1** Math, Chapters 1, 2, and 3

**Chapter 5** The Production Process and Costs

**Chapter 8** Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets

**Exam 2** Chapters 5 and 8

**Chapter 9** Basic Oligopoly Models

**Chapter 10** Game Theory: Inside Oligopoly

**Exam 3** Chapters 9 and 10
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.

Disabilities 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