

Economics 6450
Managerial Economics
SUMMER 2019
SECTION N01

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E-mail: Use the CourseDen mail tool

Office Hours at the Carrollton Campus: TTh 1:00PM – 3:00PM

Course Description:

This course builds skills in microeconomic analysis for managers and provides a conceptual foundation for further functional area studies. Topics include consumer and producer theory, industrial organization, and aspects of game theory and statistical analysis.

Expected Learning Objectives:

Upon completion of this course, students will have demonstrated the ability to:

Utilize analytical and problem solving skills from economic theory for managerial decision making. (LG5)

Identify how globalization affects organizations and their environment. (LG3)

Communicate at a professional level. (LG 1)

Note: A complete list of expected learning goals (LG) for the Richards College of Business Master of Business Administration program can be found at:

<https://www.westga.edu/mba/#tab6a>

Text:

Managerial Economics and Business Strategy, 9th edition

Baye, M

ISBN 1259290611

Copyright: 2017

Publisher: McGraw - Hill

We will use the McGrawHill Connect portal that goes along with this textbook. Connect is embedded in CourseDen.

There are two ways to gain access to this portal

- i. You can buy a new hardcopy of the book and use the access code within.

- ii. You can buy access to Connect directly and use the online version of the text.

Connect is integrated into CourseDen. Follow the link in the McGraw Hill widget at the bottom of the course homepage .

Course Structure:

Section	Chapter in Main Text
Introduction	Chapter 1
Demand and Supply Analysis	Chapter 2
Quantitative Demand Analysis	Chapter 3
Production	Chapter 5
Firm Theory	Chapter 6
Industry and Market Structure	Chapter 7
Managing in Different Environments I: Perfect Competition; Brand Competition; Monopoly	Chapter 8
Managing in Different Environments II: Oligopoly	Chapter 10
Pricing with Market Power	Chapter 11
Information	Chapter 12
The Global Economy	

For each Section there is a

- Section Readings list at CourseDen
- Learn Smart Exercise at Connect
- Homework Assignment at Connect
- Discussion Forum for General Q&A at CourseDen
- Discussion Forum: Specific Topic at CourseDen
- Chapter Quiz at Connect

All deadlines are in the CourseDen Calendar. Links to assignments are in the section folders.

Grading:

Your grade comes from the following 6 components:

Graded Exercise	Location	Points
1) Learn Smart Exercises	Connect	200 Points
2) Section Homework Assignments	Connect	200 Points
3) Participation (Q&A Discussions)	CourseDen	200 Points
4) Participation (Specific Topic Discussion)	Course Den	200 Points
5) Chapter Quizzes	Connect	200 Points
6) Final Exam	Connect	200 Points
Total		1200 Points

1) Learn Smart Exercises

LearnSmart is an unparalleled, intelligent learning system based on cognitive mapping that diagnoses students' knowledge of a particular subject then creates an individualized learning path geared towards student success in the course. It offers individualized assessment by delivering appropriate learning material in the form of questions at the right time helping students attain mastery of the content. As a student works within the system, LearnSmart develops a personal learning path adapted to what the student has learned and retained. LearnSmart is also able to recommend additional study resources to help the student master topics. You can find instructions for LearnSmart [at this link](#).

The LearnSmart exercises can be found at the Connect portal. There are 11 exercises (one per section) worth 20 points each. The lowest score will be dropped.

2) Section Homework Assignments

For each Section there is a homework set. You can do the homework exercise an unlimited number of times and individual feedback is provided. These homework assignments are designed to help you implement the concepts that you have learned.

The Section Homework Assignments can be found at the Connect portal. There are 11 exercises (one per Section) worth 20 points each. The lowest score will be dropped.

3) Section Participation (Q&A Discussion)

The section Question and Answer Discussions are the most important component of the course. This is where most of the interaction between me and you (and the other students) will take place.

These discussions are the place where you can ask questions, answer questions, and engage in discussions about the material. My job is to respond to your queries as well as moderate the discussion and in this way my expertise in this area can be tailor-made to best meet your needs. The more you participate in the discussion forums the more you will get out of this class.

There are 11 Question and Answer Discussions (one for each section). They are on CourseDen.

You get 25 participation points for each credit earning post that you make to a Q&A discussion throughout the semester (up to 50 points per section and up

to 200 points over the entire semester). A credit earning post can take one of three forms:

- a. **Question:** A non-trivial question on the material or on a problem that you are having with a particular question. If you are posting a question start a new thread with “Question” as the first word in the title followed by a brief description that identifies the subject of the question. Feel free to post questions on the homework problems.

e.g.

Question: Limit Pricing

- b. **Answer:** You get credit if you are the first person to answer someone else’s question correctly or if you make a substantial addition to someone else’s answer. If you are answering someone else’s question please reply to the thread.
- c. **Comment:** You get credit if you can come up with unique practical examples/uses for the material being covered in the Section. By unique I mean that it should not be an example that someone else has already posted. If you are posting a comment start a new thread with “Comment” as the first word in the title followed by a brief description that identifies the subject.

e.g.

Comment: Prisoner’s Dilemma

You cannot earn more than 50 participation points for any given question and answer discussion. Of course you are free to make as many posts as you would like, but once you have earned the maximum 50 points for the discussion there are no extra points to be earned.

You cannot earn more than 200 participation points over the entire semester. Of course you are free to make as many posts as you would like, but once you have earned the maximum 200 points for question and answer discussions over the semester there are no extra points to be earned.

Ask questions early so that you can expect an answer before assignments are due!

4) Section Specific Question Discussion (Participation)

For each section there is a specific question that you must answer in the Specific Topic Discussion. The quality of participation is evaluated according to the criteria established in the discussion guidelines. There are 11 Specific

Topic Discussions (one per Section) worth 20 points each. The lowest score will be dropped.

5) Section Quizzes

For each Section there is a quiz. You have one attempt at the quiz.

Section Quizzes can be found at the Connect portal. There are 11 quizzes (one per Section) worth 20 points each. The lowest score will be dropped.

6) Final Exam

The Final Exam has 50 questions and is cumulative. The final exam is worth 200 points. The final exam will be held on Thursday, July 25th, 2019 from 2:00 – 4:00 PM in Miller Hall Room 2327. If you cannot be here at that time, you can take it using UWG's ProctorU service on July 25th - July 27th or Please see [UWG's ProctorU page](#) for details. I will announce on CourseDen when ProctorU registration is open for our final. If you choose to use ProctorU, sign up early so that a slot is available for you at the time you would like to take the test.

Grading structure and point scale:

1080-1200 points	90% - 100%	A
960 - 1079 points	80% - 89.9%	B
840 - 959 points	70% - 79.9%	C
< 840 points	< 70%	F

Course Schedule:

The first assignments are due on June 12, after which there is a 4 day cycle. Other than the first section, assignments will always be open for two weeks before their due date.

Please pay attention to all due dates since no late work is accepted.

All assignments are due at 11:59 PM!

Date	Item	Location
Wednesday, June 12, 2019	Section I LearnSmart due	Connect
	Section I Homework due	Connect
Thursday, June 13, 2019	Section I General Discussion Due	CourseDen
	Section I Specific Discussion due	CourseDen
	Section I Quiz due	Connect

Sunday, June 16, 2019	Section II LearnSmart due	Connect
	Section II Homework due	Connect
Monday, June 17, 2019	Section II General Discussion Due	CourseDen
	Section II Specific Discussion due	CourseDen
	Section II Quiz due	Connect
Thursday, June 20, 2019	Section III LearnSmart due	Connect
	Section III Homework due	Connect
Friday, June 21, 2019	Section III General Discussion Due	CourseDen
	Section III Specific Discussion due	CourseDen
	Section III Quiz due	Connect
Monday, June 24, 2019	Section IV LearnSmart due	Connect
	Section IV Homework due	Connect
Tuesday, June 25, 2019	Section IV General Discussion Due	CourseDen
	Section IV Specific Discussion due	CourseDen
	Section IV Quiz due	Connect
Friday, June 28, 2019	Section V LearnSmart due	Connect
	Section V Homework due	Connect
Saturday, June 29, 2019	Section V General Discussion Due	CourseDen
	Section V Specific Discussion due	CourseDen
	Section V Quiz due	Connect
Tuesday, July 02, 2019	Section VI LearnSmart due	Connect
	Section VI Homework due	Connect
Wednesday, July 03, 2019	Section VI General Discussion Due	CourseDen
	Section VI Specific Discussion due	CourseDen
	Section VI Quiz due	Connect
Saturday, July 06, 2019	Section VII LearnSmart due	Connect
	Section VII Homework due	Connect
Sunday, July 07, 2019	Section VII General Discussion Due	CourseDen
	Section VII Specific Discussion due	CourseDen
	Section VII Quiz due	Connect
Wednesday, July 10, 2019	Section VIII LearnSmart due	Connect
	Section VIII Homework due	Connect
Thursday, July 11, 2019	Section VIII General Discussion Due	CourseDen
	Section VIII Specific Discussion due	CourseDen
	Section VIII Quiz due	Connect
Sunday, July 14, 2019	Section IX LearnSmart due	Connect
	Section IX Homework due	Connect
Monday, July 15, 2019	Section IX General Discussion Due	CourseDen
	Section IX Specific Discussion due	CourseDen
	Section IX Quiz due	Connect
Thursday, July 18, 2019	Section X LearnSmart due	Connect

	Section X Homework due	Connect
Friday, July 19, 2019	Section X General Discussion Due	CourseDen
	Section X Specific Discussion due	CourseDen
	Section X Quiz due	Connect
Monday, July 22, 2019	Section XI LearnSmart due	Connect
	Section XI Homework due	CourseDen
Tuesday, July 23, 2019	Section XI General Discussion Due	CourseDen
	Section XI Specific Discussion due	CourseDen
	Section XI Quiz due	Connect
Thursday, July 25, 2019	Final Exam 2:00 PM - 4:00 PM	Miller Hall 2327

Communication Rules:

If you want to make an appointment outside of office hours (in person or online) please email a day ahead of time if possible so I can better plan my time. However, feel free to pop in (online) to ask a question whenever you see that I am online.

I prefer that you send me emails via CourseDen email as I rarely check my voicemail. I will return all emails within 1 business day.

You are expected to log on to CourseDen at least once per day.

Network Etiquette:

Communication in an online class takes special consideration. Please read the short list of tips below.

- Be sensitive and reflective to what others are saying.
- Don't use all caps. It is the equivalent of screaming.
- Don't flame - These are outbursts of extreme emotion or opinion.
- Think before you hit the post (enter/reply) button. You can't take it back!
- Don't use offensive language.
- Use clear subject lines.
- Don't use abbreviations or acronyms unless the entire class knows them.
- Be forgiving. Anyone can make a mistake.
- Keep the dialog collegial and professional.

THIS SYLLABUS IS SUBJECT TO CHANGE. ALL CHANGES WILL BE ANNOUNCED ON COURSEDEN.

UWG Policies:

For the Americans with Disabilities Act, UWG Email, Credit Hour, and UWG Honor Code policies as well as information on Academic Tutoring, Student Services, and

Technical Requirements, Privacy Policy, and Accessibility Statements, please see the [Common Language for Course Syllabi](#).