

Economics 6450
Managerial Economics
SPRING 2020
SECTION N01

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E-mail: Use the CourseDen mail tool

Office Hours: Tuesday 11:00 AM – 12:30 PM

Thursday 11:00 AM – 12:30 PM & 3:30 PM – 6:30 PM

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 “Go to my Connect section” in the McGraw Hill widget on the course homepage.

Course Structure:

| Section | | Chapter in Main Text |
|-------------|---|----------------------|
| I | Introduction | Chapter 1 |
| II | Demand and Supply Analysis | Chapter 2 |
| III | Quantitative Demand Analysis | Chapter 3 |
| IV | Production | Chapter 5 |
| V | Firm Theory | Chapter 6 |
| VI | Industry and Market Structure | Chapter 7 |
| VII | Managing in Different Environments I: Perfect Competition; Brand Competition; Monopoly | Chapter 8 |
| VIII | Oligopoly Models | Chapter 9 |
| IX | Managing in Different Environments II: Oligopoly | Chapter 10 |
| X | Pricing with Market Power | Chapter 11 |
| XI | Information | Chapter 12 |
| XII | Government | Chapter 14 |
| XIII | Global Economy | |

For each Section there is a

- Section Instruction 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

* For section 13 there is no Learnsmart exercise. Instead there is an alternate activity on CourseDen

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 | 240 Points |
| 2) Section Homework Assignments | Connect | 240 Points |
| 3) Participation (Q&A Discussions) | CourseDen | 240 Points |
| 4) Participation (Specific Topic Discussion) | Course Den | 240 Points |
| 5) Chapter Quizzes | Connect | 240 Points |
| 6) Final Exam | Connect | 300 Points |
| Total | | 1500 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 13 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 13 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 13 Question and Answer Discussions (one for each section). They are on CourseDen.

You get 24 participation points for each Q&A discussion to which you make at least one credit earning post. You can get no more than 24 points for each Q&A discussion and no more than 240 points over the entire semester so you must post to at least 10 different Q&A discussions for full credit. 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 24 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 24 points for the discussion there are no extra points to be earned.

You cannot earn more than 240 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 240 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 13 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 13 quizzes (one per Section) worth 20 points each. The lowest score will be dropped.

6) Final Exam

The Final Exam is cumulative. The final exam is worth 300 points. The final exam will be held on Thursday, April 30th, 2019 from 5:00 – 7:00 PM in Miller Hall. If you cannot be here at that time, you can take it using UWG's ProctorU service during April 30th - May 2nd. 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:

| | | |
|--------------------|-------------|---|
| 1350-1500 points | 90% - 100% | A |
| 1200 - 1349 points | 80% - 89.9% | B |
| 1050 - 1199 points | 70% - 79.9% | C |
| < 1050 points | < 70% | F |

Course Schedule:

The first assignments are due on January 21st, after which there is a 7 day cycle. Assignments are due on Tuesdays and Thursdays and 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 |
|--------------------------------|-------------------------------------|-----------------|
| Tuesday, January 21, 2020 | Section I LearnSmart due | Connect |
| | Section I Homework due | Connect |
| Thursday, January 23, 2020 | Section I General Discussion Due | CourseDen |
| | Section I Specific Discussion due | CourseDen |
| | Section I Quiz due | Connect |
| Tuesday, January 28, 2020 | Section II LearnSmart due | Connect |
| | Section II Homework due | Connect |
| Thursday, January 30, 2020 | Section II General Discussion Due | CourseDen |
| | Section II Specific Discussion due | CourseDen |
| | Section II Quiz due | Connect |
| Tuesday, February 04, 2020 | Section III LearnSmart due | Connect |
| | Section III Homework due | Connect |
| Thursday, February 06, 2020 | Section III General Discussion Due | CourseDen |
| | Section III Specific Discussion due | CourseDen |
| | Section III Quiz due | Connect |
| Tuesday, February 11, 2020 | Section IV LearnSmart due | Connect |
| | Section IV Homework due | Connect |
| Thursday, February 13, 2020 | Section IV General Discussion Due | CourseDen |
| | Section IV Specific Discussion due | CourseDen |
| | Section IV Quiz due | Connect |
| Tuesday, February 18, 2020 | Section V LearnSmart due | Connect |
| | Section V Homework due | Connect |
| Thursday, February 20, 2020 | Section V General Discussion Due | CourseDen |
| | Section V Specific Discussion due | CourseDen |
| | Section V Quiz due | Connect |
| Tuesday, February 25, 2020 | Section VI LearnSmart due | Connect |
| | Section VI Homework due | Connect |
| Thursday, February 27, 2020 | Section VI General Discussion Due | CourseDen |
| | Section VI Specific Discussion due | CourseDen |
| | Section VI Quiz due | Connect |
| | Section VII LearnSmart due | Connect |

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|--------------------------|--|------------------|
| Tuesday, March 03, 2020 | Section VII Homework due | Connect |
| Thursday, March 05, 2020 | Section VII General Discussion Due | CourseDen |
| | Section VII Specific Discussion due | CourseDen |
| | Section VII Quiz due | Connect |
| Tuesday, March 10, 2020 | Section VIII LearnSmart due | Connect |
| | Section VIII Homework due | Connect |
| Thursday, March 12, 2020 | Section VIII General Discussion Due | CourseDen |
| | Section VIII Specific Discussion due | CourseDen |
| | Section VIII Quiz due | Connect |
| Tuesday, March 24, 2020 | Section IX LearnSmart due | Connect |
| | Section IX Homework due | Connect |
| Thursday, March 26, 2020 | Section IX General Discussion Due | CourseDen |
| | Section IX Specific Discussion due | CourseDen |
| | Section IX Quiz due | Connect |
| Tuesday, March 31, 2020 | Section X LearnSmart due | Connect |
| | Section X Homework due | Connect |
| Thursday, April 02, 2020 | Section X General Discussion Due | CourseDen |
| | Section X Specific Discussion due | CourseDen |
| | Section X Quiz due | Connect |
| Tuesday, April 07, 2020 | Section XI LearnSmart due | Connect |
| | Section XI Homework due | CourseDen |
| Thursday, April 09, 2020 | Section XI General Discussion Due | CourseDen |
| | Section XI Specific Discussion due | CourseDen |
| | Section XI Quiz due | Connect |
| Tuesday, April 14, 2020 | Section XII LearnSmart due | Connect |
| | Section XII Homework due | CourseDen |
| Thursday, April 16, 2020 | Section XII General Discussion Due | CourseDen |
| | Section XII Specific Discussion due | CourseDen |
| | Section XII Quiz due | Connect |
| Tuesday, April 21, 2020 | Section XIII LearnSmart alternative due | CourseDen |
| | Section XIII Homework due | CourseDen |
| Thursday, April 23, 2020 | Section XIII General Discussion Due | CourseDen |
| | Section XIII Specific Discussion due | CourseDen |
| | Section XIII Quiz due | Connect |
| Final Exam | on Carrollton Campus: Thursday April 30th from 5:00 - 7:00 or online via ProctorU: Thursday April 30th - Saturday May 2nd | |

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 twice per week.

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](#).