

**Economics 6450**  
**Managerial Economics**  
**Summer 2020**  
**SECTION E01**

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**Office Hours: Teleconference with Google Meet. Call or email for an appointment.**

**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, 9<sup>th</sup> edition (with Connect Access)

Baye, M

ISBN 9781260044300

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:**

<b>Introduction</b>	Chapter 1
<b>Demand and Supply Analysis</b>	Chapter 2
<b>Quantitative Demand Analysis</b>	Chapter 3
<b>Production</b>	Chapter 5
<b>Firm Theory</b>	Chapter 6
<b>Industry and Market Structure</b>	Chapter 7
<b>Managing in Different Environments I: Perfect Competition; Brand Competition; Monopoly</b>	Chapter 8
<b>Oligopoly Models</b>	Chapter 9
<b>Managing in Different Environments II: Oligopoly</b>	Chapter 10
<b>Pricing with Market Power</b>	Chapter 11
<b>Information</b>	Chapter 12
<b>Government</b>	Chapter 14
<b>Global Economy</b>	

For each Chapter there is a

- Chapter 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 the Global Economy section 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 chapter folders.

**Grading:**

Your grade comes from the following 6 components:

<b>Graded Exercise</b>	<b>Location</b>	<b>Points</b>
1) Learn Smart Exercises	Connect	120 Points
2) Chapter Homework Assignments	Connect	240 Points
3) Participation (Q&A Discussions)	CourseDen	120 Points
4) Participation (Specific Topic Discussion)	Course Den	120 Points
5) Chapter Quizzes	Connect	240 Points
6) Final Exam	Connect	460 Points
<b>Total</b>		<b>1300 Points</b>

**1) Learn Smart Exercises (120 points)**

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 Chapter) worth 10 points each. The lowest score will be dropped.

**2) Chapter Homework Assignments (240 points)**

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

The Chapter Homework Assignments can be found at the Connect portal. There are 13 exercises (one per Chapter) worth 20 points each. The lowest score will be dropped.

**3) Chapter Q&A Discussions (120 points)**

The chapter 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 chapter). They are on CourseDen.

You get 15 points for each Q&A discussion to which you make at least one credit earning post. You can get no more than 15 points for each Q&A discussion and no more than 120 points over the entire semester so you must post to at least 8 different Q&A discussions for full credit. Of course you are free to make as many posts as you would like, but once you have earned the maximum 120 points for Q&A discussions over the semester there are no extra points to be earned. 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 Chapter. 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**

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

**4) Chapter Specific Topic Discussions (120 points)**

For each chapter there is a specific question that you must answer in the specific topic discussion. Your grade will be determined by the quality of your answer. There are 13 specific topic discussions (one per chapter) worth 15 points each. Your total score in this component will come from your best 8 scores. If you earn 15 points each for 8 of the specific topic discussions you will have earned full credit.

**5) Chapter Quizzes (240 points)**

For each chapter there is a quiz. You have one attempt at the quiz. Chapter quizzes can be found at the Connect portal. There are 13 quizzes (one per chapter) worth 20 points each. The lowest score will be dropped.

**6) Final Exam (460 points)**

The final exam is worth 460 points and is cumulative. The final exam will be on Wednesday July 22 from 5:30PM to 7:30 PM EST on Connect. I will proctor the final using Google Meet. You will need a camcorder or a phone with video. If this is a problem for you please let me know as soon as possible.

**Grading structure and point scale:**

1170-1300 points	90% - 100%	A
1040 - 1169 points	80% - 89.9%	B
910 - 1039 points	70% - 79.9%	C
< 910 points	< 70%	F

**Announcements:** Please check the Announcements feature on CourseDen daily.

**Course Schedule:**

The first assignments are due on June 5<sup>th</sup>. Assignments are due on Tuesdays, Wednesdays, Fridays and Saturdays. The quizzes and discussions are due on Wednesdays and Saturdays and the learnsmart exercises and homework are due the day before.

**Please pay attention to all due dates since no late work is accepted.  
All assignments are due at 11:59 PM EST!**

<b>Date</b>	<b>Item</b>	<b>Location</b>
Friday, June 05, 2020	Chapter 1 LearnSmart due	Connect
	Chapter 1 Homework due	Connect
Saturday, June 06, 2020	Chapter 1 General Discussion Due	CourseDen
	Chapter 1 Specific Discussion due	CourseDen
	Chapter 1 Quiz due	Connect
Tuesday, June 09, 2020	Chapter 2 LearnSmart due	Connect
	Chapter 2 Homework due	Connect
Wednesday, June 10, 2020	Chapter 2 General Discussion Due	CourseDen
	Chapter 2 Specific Discussion due	CourseDen
	Chapter 2 Quiz due	Connect
Friday, June 12, 2020	Chapter 3 LearnSmart due	Connect
	Chapter 3 Homework due	Connect
Saturday, June 13, 2020	Chapter 3 General Discussion Due	CourseDen
	Chapter 3 Specific Discussion due	CourseDen
	Chapter 3 Quiz due	Connect
Tuesday, June 16, 2020	Chapter 5 LearnSmart due	Connect
	Chapter 5 Homework due	Connect
Wednesday, June 17, 2020	Chapter 5 General Discussion Due	CourseDen
	Chapter 5 Specific Discussion due	CourseDen
	Chapter 5 Quiz due	Connect
Friday, June 19, 2020	Chapter 6 LearnSmart due	Connect
	Chapter 6 Homework due	Connect
Saturday, June 20, 2020	Chapter 6 General Discussion Due	CourseDen
	Chapter 6 Specific Discussion due	CourseDen
	Chapter 6 Quiz due	Connect
Tuesday, June 23, 2020	Chapter 7 LearnSmart due	Connect
	Chapter 7 Homework due	Connect
Wednesday, June 24, 2020	Chapter 7 General Discussion Due	CourseDen
	Chapter 7 Specific Discussion due	CourseDen
	Chapter 7 Quiz due	Connect
Friday, June 26, 2020	Chapter 8 LearnSmart due	Connect
	Chapter 8 Homework due	Connect
	Chapter 8 General Discussion Due	CourseDen

Saturday, June 27, 2020	Chapter 8 Specific Discussion due	CourseDen
	Chapter 8 Quiz due	Connect
Tuesday, June 30, 2020	Chapter 9 LearnSmart due	Connect
	Chapter 9 Homework due	Connect
Wednesday, July 01, 2020	Chapter 9 General Discussion Due	CourseDen
	Chapter 9 Specific Discussion due	CourseDen
	Chapter 9 Quiz due	Connect
Friday, July 03, 2020	Chapter 10 LearnSmart due	Connect
	Chapter 10 Homework due	Connect
Saturday, July 04, 2020	Chapter 10 General Discussion Due	CourseDen
	Chapter 10 Specific Discussion due	CourseDen
	Chapter 10 Quiz due	Connect
Tuesday, July 07, 2020	Chapter 11 LearnSmart due	Connect
	Chapter 11 Homework due	Connect
Wednesday, July 08, 2020	Chapter 11 General Discussion Due	CourseDen
	Chapter 11 Specific Discussion due	CourseDen
	Chapter 11 Quiz due	Connect
Friday, July 10, 2020	Chapter 12 LearnSmart due	Connect
	Chapter 12 Homework due	CourseDen
Saturday, July 11, 2020	Chapter 12 General Discussion Due	CourseDen
	Chapter 12 Specific Discussion due	CourseDen
	Chapter 12 Quiz due	Connect
Tuesday, July 14, 2020	Chapter 14 LearnSmart due	Connect
	Chapter 14 Homework due	CourseDen
Wednesday, July 15, 2020	Chapter 14 General Discussion Due	CourseDen
	Chapter 14 Specific Discussion due	CourseDen
	Chapter 14 Quiz due	Connect
Friday, July 17, 2020	<b>INTERNATIONAL LearnSmart alternative due</b>	<b>CourseDen</b>
	INTERNATIONAL Homework due	CourseDen
Saturday, July 18, 2020	INTERNATIONAL General Discussion Due	CourseDen
	INTERNATIONAL Specific Discussion due	CourseDen
	INTERNATIONAL Quiz due	Connect
<b>Final Exam</b>	Wednesday July 22 from 5:30PM to 7:30 PM EST	

**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](#).