

**York University**  
**Faculty of Liberal Arts & Professional Studies**  
**Department of Economics**

**Course:** AP/ECON3411.3.0A – Managerial Economics and Strategy - Section A

**Term:** Summer (S1) Term 2019

**Course Webpage:** Moodle

**Prerequisite / Co-requisite:** AP/ECON 2300 3.00 and AP/ECON 3210 3.00 or AP/ECON3480 3.00.

**Course Instructor**

Name: Dr. Art Noordeh  
Office: 2009 DB  
Phone: 736-2100 Ext. 22686  
Office Hours: T: 1 – 2:45 pm  
Email: anoordeh@yorku.ca

**Time and Location**

Lectures: TR: 3 - 6pm, DB 001  
TA hours: TBA

**Course Description**

This Course Introduces students to the economic concepts and frameworks which the general manager can use to formulate, analyze, and implement strategy. It covers issues pertaining to firms' boundaries, the economics of the make-versus-buy decisions, the transaction costs of market exchange, and diversification. Additional topics include the theories of competitive strategy such as market and entry strategies and strategic positioning and dynamics.

**Course Text / Readings**

1. Managerial Economics and Strategy (2<sup>nd</sup> ed.): Jeffrey M. Perloff and James A. Brander; Pearson, 2017.
2. Myeconlab to accompany the text:

**Evaluation**

Evaluation of students' academic performance consists of one in-class midterm exam and a final exam. The weights and the formula for the calculation of the final course grade are as follows:

**M - Midterm (40%):** Tuesday May 21, 2019 (Location TBA)  
**F - Final Exam (60%):** Thursday June 6, 2019 (Location TBA)

The final course grade will be determined according to the following formula:

$$\text{Term Grade} = \text{MAX} [(0.40M+0.60F), F]$$

### **Grading**

The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)

### **Missed Tests/Exams:**

There will be **No makeup exams for either the midterm or the final exam.** For students missing the midterm, the weight of the midterm will be transferred to their final. Thus, their final exam worth 100% of their term's grade.

### **Topics to be covered**

1. Managers, Profits, and Markets (Text, Ch. 1- no lecture, students to read on their own)
2. Demand, Supply, and Market Equilibrium (Text, Ch. 2)
3. Empirical Methods for Demand Analysis (Text, Ch. 3)
4. Consumer Choice (Text, Ch. 4)
5. Production (Text, Ch. 5)
6. Costs (Text, Ch. 6)
7. Firm Organization and Market Structure (Text, Ch. 7)
8. Competitive Firms and Markets (Text, Ch. 8)
9. Monopoly (Text, Ch. 9)
10. Pricing with Market Power (Text, Ch. 10)
11. Oligopoly and Monopolistic Competition (Text, Ch. 11)
12. Game Theory and Business Strategy (Text, Ch. 12)
13. Managerial Decision Making Under Uncertainty (Text, Ch. 14)

### **IMPORTANT COURSE INFORMATION FOR STUDENTS**

All students are expected to familiarize themselves with the following information, available on the Senate Committee on Academic Standards, Curriculum & Pedagogy webpage (see Reports, Initiatives, Documents) - <http://www.yorku.ca/secretariat/policies/index-policies.html/>

- Senate Policy on Academic Honesty and the Academic Integrity Website
- Ethics Review Process for research involving human participants
- Course requirement accommodation for students with disabilities, including physical, medical, systemic, learning and psychiatric disabilities
- Student Conduct Standards
- Religious Observance Accommodation

**Course ADD/Drop Deadlines:**

	<b>Summer Term 2019 (S1)</b>
Last date to add a course <b>without permission</b> of instructor (also see Financial Deadlines)	May 3, 2019
Last date to add a course with permission of instructor (also see Financial Deadlines)	May 10, 2019
Last date to drop a course without receiving a grade (also see Financial Deadlines)	May 27, 2019

**Policy and Guidelines on Withdrawal from Course:**

<http://secretariat-policies.info.yorku.ca/policies/withdrawn-from-course-w-policy-and-guidelines/>