

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

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

**Term:** Spring 2020 (S1)

**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  
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**TA :** TBD

**Course delivery mode:** Remote/online. The delivery of this course depends on remote teaching and learning, using course **Moodle** Learning Management System (LMS) and the companion website for the text, **MyLab and Mastering**. There will be no in-person interactions or activities on campus.

**Technical requirements for taking the course:** A computer with microphone and webcam, and a high speed and reliable internet connection, and/or a smart device with these features.

These technical features are required for students in order to fully participate in the course. There are some live information sessions including Q & A that will be conducted through Zoom video conferencing, where students are expected to participate. Also, you may be required to appear on video for exams/tests proctoring purposes.

**If you are not comfortable with these requirements, you should not enroll in this section of the course.**

Here are some useful links for student computing information, resources and help:

[Student Guide to Moodle](#)

[Zoom@YorkU Best Practices](#)

[Zoom@YorkU User Reference Guide](#)

[Computing for Students Website](#)

[Student Guide to eLearning at York University](#)

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run on your computer.

**Course Description**

This Course Introduces students to the economic concepts and frameworks which helps general managers to formulate, analyze, and implement business strategies. It covers issues pertaining to firms' boundaries, costs, production, choice, economics of the make-versus-buy decisions, the transaction costs of market exchange, and diversification. Additional topics include the theories of competitive and non-competitive firms under different market structures as well as strategic entry, positioning and dynamics of firms.

**Lectures**

The entire course, including the submission of assignments, participation/discussion and test-taking, will take place on the course's "**Moodle**" and "**MyLab and Mastering**". Although we are scheduled to meet at certain times and days of the week, this course has no live virtual meetings for the lectures outside of the info/office

hours sessions described below. Like an online course, you can learn the course material at your own pace, **following the schedule of readings and activities shown at the end of this course outline.**

I will post all my recorded lectures on Moodle according to the schedule blow. In addition, I will have live online information/Q&A/office hours sessions once a week via Zoom. The recorded lectures for each chapter will be divided into 2, 3 or more segments so that it would be easier for students to finish one part, study it at their own pace and move on to the next section. **It is extremely important and critical that you keep your readings and studies in line with the schedule of readings and activities below, since there are required weekly graded quizzes that you must complete on time. Otherwise you lose marks.**

In addition, students should post their questions on the course Moodle "Forum". I encourage all students to check the Forum daily and try to answer these questions. This would be a great learning experience even if the answers are not totally correct. It is also a good way for students to engage in a meaningful discussion and learn from each other. I will also keep an eye on the Forum and jump in with my comments if need be.

### **Course Text / Readings/ Practice Quizzes**

1. Managerial Economics and Strategy (2<sup>nd</sup> ed.); Jeffrey M. Perloff and James A. Brander, 2017.  
ISBN: 9780134472553 (Physical + Access Card for MyLab)
2. MyLab & Mastering to accompany the above text.

### **Text Options and Prices:**

Loose leaf plus mylab/e-text access card (Student Value Edition): approx. \$120  
MyLab including eText: approx.\$95  
Trial period: 14 days

### **Evaluation**

Evaluation of students' academic performance consists of 5 weekly online quizzes, one midterm exam and a final exam. The dates and the weights for the calculation of the final course grade are as follows:

**Weekly Quizzes (20%): May 21, 28, June 4, 11 & 18**

**Midterm (30%): Tue. June 2, 2020, Online**

**Final Exam (50%): Final Exam period (June 24 – 26, online). The final exam is cumulative.**

**Important Note: The final term marks may be adjusted upward (or downward) to bring the class average in line with the historical average for this course**

### **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 for the quizzes or the midterm exam. For students missing the midterm, the weight of the midterm may be transferred to their final only if they are sick at the time of the exam and send me an Attending Physician's Statement (APS) within 48 hours of the exam date. Students missing the final exam will have to apply for deferred exam by submitting a deferred exam application along with the supporting documents to the economics department within 48 hours of the final exam date. Please note that for both the midterm and the final exams, the only acceptable supporting document is Attending Physician's Statement (APS), fully completed, signed, and dated by the attending doctor, and must clearly show the doctor's license number.

### **Academic honesty and integrity**

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's [Academic Integrity module](#) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](#).

### **Other 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

### **Schedule of Readings, Quizzes and activities**

| <b>Date/time</b>       | <b>Topic/Activity</b>   | <b>Comment</b>                         |
|------------------------|---|--|
| Every Tuesday, 3 – 4pm | Live session: Info/Q&A/Office Hour  | Via Zoom                               |
| Week of May 11         | Managers, Profits, and Markets (Text, Ch. 1)<br>Demand, Supply, and Market Equilibrium (Text, Ch. 2)  | Pre-recorded lectures on Course Moodle |
| Week of May 18         | Empirical Methods for Demand Analysis (Text, Ch. 3)<br>Consumer Choice (Text, Ch. 4)  | Pre-recorded lectures on Course Moodle |
| Thursday May 21, 3 pm  | Quiz 1: covers Chs. 1- 4  | Details TBA later                      |
| Week of May 25         | Production (Text, Ch. 5)<br>Costs (Text, Ch. 6)   | Pre-recorded lectures on Course Moodle |
| Thursday May 28, 3 pm  | Quiz 2: covers Chs. 5 & 6   | Details TBA Later                      |
| Week of June 1         | Firm Organization and Market Structure (Text, Ch. 7)<br>Competitive Firms and Markets (Text, Ch. 8)   | Pre-recorded lectures on Course Moodle |
| Tuesday June 2, 3 pm   | Midterm: covers Chs. 1 - 6  | Details TBA Later                      |
| Thursday June 4, 3 pm  | Quiz 3: covers Chs. 7 & 8   | Details TBA Later                      |
| Week of June 8         | Monopoly (Text, Ch. 9)<br>Pricing with Market Power (Text, Ch. 10)  | Pre-recorded lectures on Course Moodle |
| Thursday June 11, 3 pm | Quiz 4: covers Chs. 9 & 10  | Details TBA Later                      |
| Week of June 15        | Oligopoly and Monopolistic Competition (Text. Ch. 11)<br>Game Theory and Business Strategy (Text. Ch. 12)<br>Managerial Decision Making Under Uncertainty (Text. Ch. 14, time permitting) | Pre-recorded lectures on Course Moodle |
| Thursday June 18, 3pm  | Quiz 5: covers Chs. 11, 12 & 14   | Details TBA Later                      |

**Course Add/Drop Deadlines:**

|  | <b>Winter Term 2020</b> |
|--|-------------------------|
| Last date to add a course <b>without permission</b> of instructor (also see Financial Deadlines) | May 15, 2020            |
| Last date to add a course with permission of instructor (also see Financial Deadlines)           | May 26, 2020            |
| Last date to drop a course without receiving a grade (also see Financial Deadlines)              | June 8, 2020            |
| Course Withdrawal Period (withdraw from a course and receive a grade of "W" on transcript)       | June 9 - 22, 2020       |
| Course End Date:   | June 22, 2020           |
| Final Examination Period   | June 24 – 26, 2020      |

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

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