

**FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES
DEPARTMENT OF ECONOMICS
YORK UNIVERSITY**

**ECONOMICS 3411A: MANAGERIAL ECONOMICS AND
STRATEGY**

FALL 2020

All course material can be found for this course on Moodle

PREREQUISITES/CO-REQUISITES: AP/ECON 2300 3.00 and AP/ECON 3210 3.00
or AP/ECON 3480 3.00.

COURSE CREDIT EXCLUSION: AK/ECON 3411 3.0

COURSE DIRECTOR: Professor Lazar

Office: N205J, Seymour Schulich Building

Phone: 736-5068

Office Hours: By email only

E-mail: flazar@yorku.ca

LECTURE TIMEs:

Time: Either Tuesday 10:00-12:00 or Thursday 10:00-12:00

CHECK course webpage (and Calendar) on eClass each week

COURSE DESCRIPTION:

The objective of this course is to familiarize students with how business managers can use economic concepts and tools to make optimal business decisions. The emphasis of this course is on the *application* of microeconomic theory to business. So, our primary focus will be on relating theory to real life business situations. We will start by examining the traditional concepts of demand, production, costs and competition in Microeconomics. Then we will look at six companies – Lyft, Boeing, Apple, AT&T, Toyota and RBC – to see how decisions are made and which of the economic concepts play a role.

COURSE REQUIREMENTS:

Three tests – the first two tests will count for a maximum of 30% each of the total grade, and the final exam will count for 40% of the total grade. All the tests will be two hours in length. All three tests will require you to answer three of six questions.

The tests will be posted on Moodle at 9:55AM the day of the test, and they will have to be submitted by email (flazar@yorku.ca) **no later than 12:10PM on that day. I will not accept any test that has been submitted after 12:10PM.**

Only the final is mandatory. Students will have the following options:

- Write all three tests: Test 1(30% weight); Test 2(30% weight); Final (40% weight)
- Write one of the first two tests and the final: Test 1 (40% weight); Final (60% weight)
- Write only the final: Final (100% weight).

The decisions are up to each student.

1. Test 1: Thursday, October 8, beginning at 10:00AM
2. Test 2: Thursday, November 12, beginning at 10:00AM
3. Final exam: Exam period in December

There will be no make-ups for the two midterm tests.

A deferred exam for the final exam will be granted **only for medical reasons**. In such cases students should submit a deferred exam application together with the supporting documents (attending physician's statement) to the Economics department to my attention. The date and time of the deferred exam will be set at a later date. Students who may require further extensions or accommodation will have to submit a formal petition to the Faculty.

TEXT: Michael Baye and Jeffrey Prince, *Managerial Economics and Business Strategy* (9th edition), McGraw-Hill Irwin – E-Textbook (available on McGraw-Hill website, Amazon.ca)

See as well: Fred Lazar, *managerial economics and Strategy, Lecture Notes*, course website

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.). Tests will bear either a numeric grade out of 100%. (For a full description of York grading system see the York University Undergraduate Calendar -

<http://calendars.registrar.yorku.ca/2010-2011/academic/index.htm>)

LECTURES:

All the lectures will be available online at the beginning of the term on Moodle.

COURSE OUTLINE:

Week	Topic	Chapters
1: Sept. 15	Introduction	1
2: October 1	Profits and markets	2
3: October 6	Firms	6
October 8	TEST	
Reading week: Oct. 13/15		
4: October 22	Revenues and costs	
5: Oct. 27	HR policies, advertising and competition	7, 8, 12
6: November 3	Competition	9-11
7: Nov. 10	Lyft, Boeing	
November 12	TEST	
8: Nov. 17	Apple, AT&T	
9: Nov. 24	Toyota, RBC	
10: Dec. 3	Conclusions	13

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/senate_cte_main_pages/ASCP.htm

<http://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust2012.pdf>

- 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

- Check York website
- Course withdrawal period (withdraw from a course and receive a grade of “W” on transcript – see <http://secretariat-policies.info.yorku.ca/policies/withdrawn-from-course-w-policy-and-guidelines/>)