

**Faculty of Liberal Arts & Professional Studies**  
**Managerial Economics and Strategy**  
**AP/ECON 3411B**  
**Fall 2020**

**Course instructor:**

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**Technical requirements for taking the course:**

Several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which students will interact with the course materials, the course director/TA, as well as with one another. Please review this syllabus to determine how the class meets (in whole or in part), and how office hours and presentations will be conducted.

Students shall note the following:

- Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Please review the [technology requirements and FAQs for Moodle](#).

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](#)

**Times and locations:**

Please note that this is a course that depends on remote teaching and learning. There will be no in-person interactions or activities on campus.

**Organization of the course**

The course material will be delivered to students via live lessons, held each Friday from 11:30am to 2:30pm via Zoom@YorkU. All live lessons will be recorded and available to students. In terms of evaluations, there will be a midterm exam (worth 40% of your final grade ) and a final exam (worth 60% of your final grade). Both of these exams will be conducted remotely via Moodle.

**Course webpage:** Moodle/eClass

**Virtual office hours:** Mondays from 3:30 to 4:30pm, via Zoom@YorkU.

**Expanded course description:** This course serves to apply microeconomic concepts students learned in their first two years of study to the context of business management. Students learn more about industrial organization, get a taste of applied game theory and are shown how managing decisions differ based on the level of competition in different markets. Particular focus is given to management decisions in an oligopoly, with students learning specific approaches to profit-maximization in different contexts.

**Course objectives and learning outcomes:** The objective of this course is to introduce students the economic concept of thinking about managerial decisions and strategy. This course will help students to develop critical thinking skills and business decision making skills. The course covers issues pertaining to demand analysis and estimation, production and cost analysis, profit maximization in various market structures and advanced pricing techniques, etc.

### **Course readings**

Our textbook is Managerial Economics & Business Strategy (9th Edition) by Michael Baye and Jeff Prince.

All chapters listed below refer to the textbook. The study plan may be adjusted based on the actual teaching schedule by the instructor. You are responsible for materials in the text that correspond to the material covered in class. The text should be viewed as a learning aide, not as an independent source of examinable material. However, completing the questions at the end of each chapter will help you prepare for the exams.

1. The Fundamentals of Managerial Economics
2. Market Forces: Demand and Supply
3. Quantitative Demand Analysis
4. The Theory of Individual Behaviour
5. The Production Process and Costs
6. The Organization of the Firm
7. The Nature of Industry
8. Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets
9. Basic Oligopoly Models
10. Game Theory: Inside Oligopoly
11. Pricing Strategies for Firms with Market Power

### **Evaluations**

<b><i>Exam</i></b>	<b><i>Exam date</i></b>	<b><i>Value (% of final grade)</i></b>
Midterm Exam	October 30th	40%
Final Exam	Fall Exam Period (December 9-23)	60%

## **Course policies**

### Missed Exams

There will be no make-up midterm exam. Should you miss the midterm exam without prior approval of the instructor or a valid documented reason, you will receive a grade of zero on the exam. With prior approval or a valid documented reason, the weight of the midterm exam will transfer to your final exam.

### 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.)

### Live Lesson Recordings

A recording of each live lesson will be uploaded to the course Moodle site. It is important for students to note that: 1) the recordings should be used for educational purposes only and as a means for enhancing accessibility; 2) students do not have permission to duplicate, copy and/or distribute the recordings outside of the class (these acts can violate not only copyright laws but also [FIPPA](#)); and 3) all recordings will be destroyed after the end of classes.

### 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](#).

## **Course information**

### Access/Disability

York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The University provides services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University.

Student's in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be

provided with advance notice. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

Additional information is available at the following websites:

Counselling & Disability Services - <https://counselling.students.yorku.ca/>

Counselling & Disability Services at Glendon -

<https://www.glendon.yorku.ca/counselling/>

York Accessibility Hub - <http://accessibilityhub.info.yorku.ca/>

### Ethics Review Process

York students are subject to the York University *Policy for the Ethics Review Process for Research Involving Human Participants*. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an *Application for Ethical Approval of Research Involving Human Participants* at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

### Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at

[http://www.registrar.yorku.ca/pdf/exam\\_accommodation.pdf](http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf) (PDF)

### Student Conduct in Academic Situations

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom and other academic settings, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. The policy and procedures governing disruptive and/or harassing behaviour by students in academic situations is available at - <http://secretariat-policies.info.yorku.ca/policies/disruptive-and-or-harassing-behaviour-in-academic-situations-senate-policy/>