

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

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

Term: Summer 2021 (S1)

Hours: T & R: 11:30 – 2:30pm (students should be available during these hours for quizzes/tests and/or synchronous sessions via Zoom meeting)

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, PhD
Email: anoordeh@yorku.ca
Office Hours : **By appointment**
TA : TBA

Course delivery mode

Remote/online. The delivery of this course depends on remote teaching and learning, using course **eClass** 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 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 identification 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 announcements

Since the course is delivered remotely, all the information related to the course, including quizzes and tests details, date changes, change in the course requirements, grades, etc. will be announced on eClass, and also will be emailed to your **preferred** email chosen by you when you registered at the university. It is your responsibility to check the announcements and all your emails regularly at least once a day to ensure you are not missing any information.

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 submission of assignments, participation/discussion, and writing tests and exams, will take place on the course **eClass, "MyLab and Mastering" or Zoom meetings**. 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. You are expected to study and learn the course materials according to **the Schedule of Readings, Quizzes, Exams, and Zoom Meetings shown on the last page.**

I will post pre-recorded lectures on eClass according to the schedule blow. In addition, I will have live online information/Q&A/office hours sessions once every other 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 part. **It is extremely important and critical that you keep your readings and studies in line with the Schedule of Readings, Quizzes, Exams, and Zoom Meetings below, since there are required weekly graded quizzes that you must complete on time.**

In addition, students should post their questions on the course eClass "Forum". I encourage all students to participate in the Forum daily and engage in Q & A. This would be a great learning experience even if the students' answers to the questions 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

- Managerial Economics and Strategy (3rd ed.); Jeffrey M. Perloff and James A. Brander, 2020, Pearson.
- Companion Website: MyLab & Mastering

Text options and prices

1. Print + MyLab package (978-0-13-447255-3): \$199.00
2. Digital + MyLab package (978-0-13-416976-7): \$101.25

The text and MyLab packages are available at York bookstore. You can also buy it online.

Evaluation

Evaluation of students' academic performance consists of 5 weekly online quizzes (delivered on Mylab & Mastering), a midterm exam and a final exam. The dates and the weights for the calculation of the final course grade are as follows:

Quizzes (25%):	Thursdays, May 20 & 27, June 3, 10 & 17
Midterm (30%):	Tuesday June 1, 2021
Final Exam (45%):	Final Exam period (June 23 - 25). <u>The final exam is cumulative.</u>

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 5 days 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 5 days 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, Exams, and Zoom Meetings

Date/time	Topic/Activity	Comment
Tue. May 11, 21; 11:30 am	Introduction – Course Plan and Activities/Dates	Important Zoom Mtg
Every other Tue. 11:30 – 12:30pm	Live session: Info/Q&A/Office Hour, starting May 18	Zoom Meetings
Every Thu. 11:30 – 12:30pm, starting May 20th	Graded Quizzes	Details TBA
May 11 & 13	Introduction (Text, Ch. 1) Demand and Supply (Text, Ch. 2) Empirical Methods for Demand Analysis (Text, Ch. 3)	Pre-recorded lectures on Course Moodle (eClass)
May 18 & 20	Consumer Choice (Text, Ch. 4) Production (Text, Ch. 5)	Pre-recorded lectures on Course Moodle (eClass)
May 25 & 27	Costs (Text, Ch. 6) Firm Organization and Market Structure (Text, Ch. 7)	Pre-recorded lectures on Course Moodle (eClass)
Tue. June 1	Midterm: covers Ch. 1 - 6	Details TBA
June 1 & 3	Competitive Firms and Markets (Text, Ch. 8) Monopoly (Text, Ch. 9)	Pre-recorded lectures on Course Moodle (eClass)
June 8 & 10	Pricing with Market Power (Text, Ch. 10) Oligopoly and Monopolistic Competition (Text. Ch. 11)	Pre-recorded lectures on Course Moodle (eClass)
June 15 & 17	Game Theory and Business Strategy (Text. Ch. 12) Decision Making Under Uncertainty (Text. Ch. 14, time permitting)	Pre-recorded lectures on Course Moodle (eClass)
June 23 - 25	Final Exam (cumulative)	Details TBA

Course Add/Drop Deadlines

	Winter Term 2021
Last date to add a course without permission of instructor (also see Financial Deadlines)	May 14
Last date to add a course with permission of instructor (also see Financial Deadlines)	May 21
Last date to drop a course without receiving a grade (also see Financial Deadlines)	June 7
Course Withdrawal Period (withdraw from a course and receive a grade of “W” on transcript)	June 8 - 21
Course End Date:	June 21
Final Examination Period	June 23 - 25

Policy and Guidelines on Withdrawal from Course:

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