

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

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

**Course Webpage:** eClass

**Term:** Fall 2021

**Time/Location:** TR: 10 – 11:30am (students should be available during these hours for quizzes/tests and/or synchronous sessions)

**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  
**Email:** anoordeh@yorku.ca  
**Office Hours:** TR: 3 – 5pm (by appointment over Zoom. The Zoom info will be posted on eclass)  
**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 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**

This course, including submission of assignments, participation/discussion, and writing tests and exams, will be delivered remotely/online, using **eClass and “MyLab and Mastering”** with some synchronous class sessions. In addition, all the lecture modules will be posted on eclass. You are expected to study and learn the course materials according to **the Schedule of Readings, Quizzes and Exams, shown at the end of this course outline.** **Please note that it is extremely important and critical that you keep your readings and studies in line with this Schedule, since there are required weekly graded quizzes that you must complete on time to earn marks.**

Students should post their questions on the course eClass “Forum”, email their questions to the TA or make an appointment to meet the TA to ask their questions. 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 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**

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

## **Text options and prices**

1. Loose Leaf + MyLab access card (ISBN: 9780135640982), \$191.65
2. eText + MyLab access (ISBN: 9780134899701), \$95

The text and MyLab and Mastering are available at York bookstore. You can also buy it online (please note that the prices may have been changed slightly).

## **Evaluation**

Evaluation of students’ academic performance consists of 5 online quizzes (delivered on Mylab & Mastering), a midterm exam and a final exam. The dates and the weights of these assessments for the term’s grade are as follows:

<b>Quizzes (25% - 5%/Quiz):</b>	Thursday: Sep. 30, Oct. 21, Nov. 4 & 18, Dec. 2
<b>Midterm (30%):</b>	Tuesday Oct. 26, 2021
<b>Final Exam (45%):</b>	Final Exam period (Dec. 9 – 23). <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
<b>Thu. Sep. 9, 21; 10am</b>	<b>Introduction – Course Plan and Activities/Dates Via Zoom meeting*</b>	<b>VERY IMPORTANT - MUST ATTEND</b>
Every Tue. 10 – 11:30 am	Live sessions: Chapter highlights/Info/Q&A	Zoom Meetings*
Selected Thursdays at 10am	Quizzes, (Sep. 30, Oct. 21, Nov. 4 & 18, Dec. 2)	Details TBA
Weeks of Sep. 6 & 13	Demand and Supply (Text, Ch. 2) Empirical Methods for Demand Analysis (Text, Ch. 3)	Recorded lectures posted on (eClass)
Weeks of Sep. 20 & 27	Consumer Choice (Text, Ch. 4) Production (Text, Ch. 5)	Recorded lectures posted on (eClass)
Weeks of Oct. 4 & 11	Costs (Text, Ch. 6) Firm Organization and Market Structure (Text, Ch. 7) Fall Reading week (Oct. 9 – 15)	Recorded lectures posted on (eClass)
Weeks of October 18 & 25	Competitive Firms and Markets (Text, Ch. 8) Midterm exam	Recorded lectures posted on (eClass)
<b>Tuesday, October 26</b>	<b>Midterm: covers Ch. 1 – 6/7</b>	<b>Details TBA</b>
Weeks of Nov 1 & 8	Monopoly (Text, Ch. 9) Pricing with Market Power (Text, Ch. 10)	Recorded lectures posted on (eClass)
Weeks of Nov. 15 & 22	Pricing with Market Power (Text, Ch. 10), cont'd. Oligopoly and Monopolistic Competition (Text. Ch. 11)	Recorded lectures posted on (eClass)
Week of Nov. 29 & Dec 6	Game Theory and Business Strategy (Text. Ch. 12) Decision Making Under Uncertainty (Text. Ch. 14, time permitting)	Recorded lectures posted on (eClass)
Dec. 9 - 23	Final Exam (cumulative)	Details TBA

***\*Zoom meetings ID/Pass codes will be posted on eclass.***

**Course Add/Drop Deadlines:**

	Winter Term 2021
Last date to add a course <b>without permission</b> of instructor (also see Financial Deadlines)	Sep. 21
Last date to add a course with permission of instructor (also see Financial Deadlines)	Oct. 5
Last date to drop a course without receiving a grade (also see Financial Deadlines)	Nov. 12
Course Withdrawal Period (withdraw from a course and receive a grade of "W" on transcript)	Nov. 13 – Dec. 7
Course End Date:	Dec. 7
Final Examination Period	Dec. 9 - 23

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

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