

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 2022 (S1)

Hours: T & R: 4 pm on Zoom. The Zoom link is posted on eclass (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, PhD
Email: anoordeh@yorku.ca
Office Hours : By appointment over zoom.
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 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 quizzes and tests, will take place on the course **eClass, "MyLab and Mastering" or Zoom meetings**. You are expected to study and learn the course materials according to **the Schedule of lectures, Quizzes, Exams, Q & A shown on the last page of this course outline.**

The recorded lectures will be posted on eClass according to the schedule below. 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 lectures, Quizzes, Exams, and Q/A on Zoom since there are required weekly graded quizzes that you must complete on time according to the schedule provided.**

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 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:

4 Quizzes (5% each): **Thursdays, May 19 & 26, June 9, & 16, 2022**

Midterm (35%): **Tuesday May 31, 2022**

Final Exam (45%): **Final Exam period (June 22 - 24). 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 5 days of the exam date. Students missing the final exam will have to complete and submit the Mach form below 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.

The Mach form link/information is:

<https://www.yorku.ca/laps/econ/undergraduate-programs/academic-resources/department-policies/deferred-standing/>

After you submit a Mach form, you will receive an automatic reply confirming receipt of the Mach form and a confirmation number. Once a decision is made, you will be notified via email that your request has been approved or denied. "

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

Course Add/Drop Deadlines: Policy and Guidelines on Withdrawal from Course:

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http://secretariat-policies.info.yorku.ca/policies/withdrawn-from-course-w-policy-and-guidelines/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

	Winter Term 2022
Last date to add a course without permission of instructor (also see Financial Deadlines)	May 13
Last date to add a course with permission of instructor (also see Financial Deadlines)	May 20
Last date to drop a course without receiving a grade (also see Financial Deadlines)	June 6
Course Withdrawal Period (withdraw from a course and receive a grade of "W" on transcript)	June 7 - 20
Course End Date:	June 20
Final Examination Period	June 22 - 24

Schedule of lectures, Quizzes, Exams, and Q/A on Zoom

Summer 2022 (S1): Tuesdays and Thursdays

Starting at 4 pm

Date/time	Topic/Activity	Comment
Tue. May 10:	Introduction – Course Plan and Activities/Dates	Must attend: Important Information/Announcements
May 10 & 12	Demand and Supply: Text, Ch. 2 Empirical Methods for Demand Analysis: Text, Ch. 3 Consumer Choice: Text, Ch. 4 Quiz Zero is due.	Recorded lectures will be posted on eClass. Quiz zero is prerequisite for all graded quizzes/tests
May 17 & 19	Production: Text, Ch. 5 & 6 Costs: Text, Ch. 6 Quiz 1 (5%) on Ch. 2 – 4, May 19th, 4pm	Recorded lectures will be posted on eClass. Quiz on Mylab & Mastering
May 24 & 26	Firm Organization and Market Structure: Text, Ch. 7 Competitive Firms and Markets: Text, Ch. 8 Quiz 2 (5%) on Ch. 5, 6 & 7, May 26th, 4 pm	Recorded lectures will be posted on eClass. Quiz on Mylab & Mastering
May 31	Midterm: covers Ch. 2 – 7 (Details TBA)	Mylab & Mastering
June 2	Text, Ch. 9	Recorded lectures will be posted on eClass.
June 7 & 9	Pricing with Market Power: Text, Ch. 10 Oligopoly and Monopolistic Competition: Text. Ch. 11 Quiz 3 (5%) on Ch. 8, 9 & 10, June 9th, 4 pm	Recorded lectures will be posted on eClass. Quiz on Mylab & Mastering
June 14 & 16	Game Theory and Business Strategy: Text. Ch. 12 Decision Making Under Uncertainty: Text. Ch. 14 (time permitting) Quiz 4 (5%) on Ch. 11 & 12, June 16th, 4 pm	Recorded lectures will be posted on eClass. Quiz on Mylab & Mastering
June 22 - 24	Final Exam (cumulative)	Details TBA