

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

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

Course Webpage: eClass / MyLab & Mastering

Term: Fall 2022

Time/Location:

Lectures: M & W: 11:30am – 1pm, SLHC

TA hours: TBA

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

Office: 2009 DB

Office Hours: Wednesdays, 1 - 3 pm or by appointment

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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.

Organization of the Course

The course is an in-person course with lectures being delivered live in the classroom unless the university changes the format to a remote/online delivery. The lectures will be supplemented by discussion questions and problems to be worked out by the students. Students who have difficulties answering the questions should consult with the teaching assistant for this course who will be available during her/his office hours or via discussion board/Zoom meeting. The required readings and homework/practice questions are central to the course. The lectures and tutorials, where applicable, will serve to enrich, clarify, and illustrate crucial issues from the assigned readings.

Technical requirements for taking the course

You must have a computer with high speed and reliable internet connection, and/or a smart device with these features to complete the graded quizzes and other homework/assignments online. To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run on your computer.

Here are some useful links for student computing information, resources, and help:

[Student Guide to Moodle](#)

[Zoom@YorkU User Reference Guide](#)

[Computing for Students Website](#)

Schedule of Course activities

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 graded quizzes that you must complete on time to earn marks.

Course Text

- *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), around \$190 - \$200*
2. *eText + MyLab access (ISBN: 9780134899701), around \$90 - \$100*

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).

Student Evaluation

Evaluation of students' academic performance consists of 4 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:

4 OL Quizzes (5%/Quiz): *Mondays: Sep. 26, Oct. 24, Nov. 14 & Dec. 5 during the class time.*

Midterm (30%): *Wed. Oct. 26, Location TBA*

Final Exam (50%): *Final Exam period (Dec. 8 – 23). 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 as follows: A+(90-100) = 9, A(80-89) = 8, B+(75-79) = 7, B(70-74) = 6, C+(65-69) = 5, C(60-64) = 4, D+(55-59) = 3, D(50-54) = 2, E(40-49) = 1, and F(<40) = 0.

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 automatically will be transferred to their final. Students who miss quizzes, receive zero for it. Thus, the maximum weight of the final exam would be 80% (30% for missed midterm plus 50% for the final). Students missing the final exam will have to apply for deferred exam by submitting the Mach form within 5 days of the final exam date. The Mach form link is:

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

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*

Important Dates	Fall Term 2022
Classes start	Sept. 7
Last date to add a course without permission of instructor (also see Financial Deadlines)	Sep. 20
Last date to add a course with permission of instructor (also see Financial Deadlines)	Oct. 4
Fall Reading Week – No lectures	Oct. 8 - 14
Last date to drop a course without receiving a grade (also see Financial Deadlines)	Nov. 11
Course Withdrawal Period (withdraw from a course and receive a grade of “W” on transcript)	Nov. 13 – Dec. 7
Course End Date	Dec. 6
Final Examination Period	Dec. 8 - 23

- **Policy and Guidelines on Withdrawal from Course:**
- <http://secretariat-policies.info.yorku.ca/policies/withdrawn-from-course-w-policy-and-guidelines/>

Schedule of Readings, Quizzes and Exams Fall 2022

Date/time	Topic/Activity	Comment
Wed., Sep. 7: 11:30am	Introduction – Course Plan and Activities/Dates	VERY IMPORTANT - MUST ATTEND
Mon. at 11:30am; Mon., Sep. 26, Oct. 24, Nov. 14 & Dec. 5	Online graded quizzes. Each quiz worth 5% of the final term's grade.	Details TBA in class
Weeks of Sep. 5 & 12	Demand and Supply (Text, Ch. 2) Empirical Methods for Demand Analysis (Text, Ch. 3)	In-person lectures
Weeks of Sep. 19 & 26	Consumer Choice (Text, Ch. 4) Production (Text, Ch. 5) Quiz 1(Ch. 2 – 4) – online via eclass	-In-person lectures -Online quiz.
Weeks of Oct. 3	Costs (Text, Ch. 6) Firm Organization and Market Structure (Text, Ch. 7)	In-person lectures
Oct. 8 - 14	Fall Reading week – no classes	
Weeks of Oct. 17 & 24	Competitive Firms and Markets (Text, Ch. 8) Quiz 2 (5 – 7) - online via eclass Midterm exam	-In-person lectures -Online quiz -in-person exam
Wed. Oct. 26: 11:30am	Midterm: covers Ch. 1 – 7	Details TBA
Weeks of Oct. 31 & Nov. 7	Monopoly (Text, Ch. 9) Pricing with Market Power (Text, Ch. 10)	In-person lectures
Weeks of Nov. 14 & 21	Pricing with Market Power (Text, Ch. 10), cont'd. Oligopoly and Monopolistic Competition (Text. Ch. 11) Quiz 3 (Ch. 8 – 10) – online via eclass	-In-person lectures -Online quiz
Week of Nov. 28 & Dec 5	Game Theory and Business Strategy (Text. Ch. 12) Decision Making Under Uncertainty (Text. Ch. 14, time permitting) Quiz 4 (Ch. 11 – 12) – online via eclass	-In-person lectures -Online quiz
Dec. 8 - 23	Final Exam (cumulative)	Details TBA