

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

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

**Course Webpage:** *eClass / MyLab & Mastering*

**Term:** *Winter 2023*

**Time/Location:**

**Lectures:** *Tue.: 11:30am – 2:30pm*

**Room:** *ACW005*

**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:** *Mondays, 3 - 5 pm, by appointment*

**Email:** *anoordeh@yorku.ca*

**Phone:** *416.736. 2100 X22686*

**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/tests and other homework/assignments. 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 and Tests, shown on the page 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 tests that you must complete on specific dates/times 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 the following:*

- |  |   |
|--|---|
| 1. <b>Attendance (10%):</b>              | <i>One mark per full class attendance – for 10 sessions</i> |
| 2. <b>Assignments (10%):</b>             | <i>As per weekly assigned homework</i>                      |
| 3. <b>3 Midterm Tests (20% each):</b>    | <i>Tues: Feb.7, Feb. 28, &amp; Mar. 28 at 11:30 am</i>      |
| 4. <b>Final Test – Cumulative (20%):</b> | <i>Monday April 4, at 11:30 am</i>                          |

### Important Notes:

1. *Students are allowed to miss two classes without any penalty.*
2. *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:

*There will be NO makeup for the midterm Tests. However, students will be allowed to transfer the weight of **One Test ONLY** to the final Test. This said, I strongly discourage students to miss a midterm test unless they have no choice due to sickness or other extenuating circumstances. The reason is that it is much easier to prepare and get a good mark for 3 chapters included in a test rather than preparing for all the chapters included in the final test. Students missing the final test 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**

At York University, 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*

### **Sessional Dates**

<b>Event</b>	<b>Winter Term 2023</b>
Classes start	Jan. 9
Last date to add a course <b>without permission</b> of instructor (also see Financial Deadlines)	Jan. 22
Last date to add a course with permission of instructor (also see Financial Deadlines)	Feb. 6
Winter Reading Week – No lectures	Feb.18 - 24
Last date to drop a course without receiving a grade (also see Financial Deadlines)	Mar. 17
Course Withdrawal Period (withdraw from a course and receive a grade of “W” on transcript)	Mar. 18 – Apr. 11
Last Class	Apr. 3
Final Examination Period	Apr. 12 - 27

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

## Schedule of Readings and Tests

### ECON3411M - Winter 2023

The lectures start at 11:30 am every Monday from Jan. 10, 2023

Date/time	Topic/Activity	Comment
<b>January 10</b>	<b>Introduction – Course Plan/Activities/Dates Text: Ch. 2 (Demand and Supply)</b>	<b>VERY IMPORTANT - MUST ATTEND</b>
January 17	Text: Ch. 3 (Empirical Methods for Demand/Supply Analysis), & Ch. 4 (Consumer Choice)	In-person lectures
January 24	Text: Ch. 4 (Consumer Choice, cont'd), & Ch. 5 (Production)	In-person lectures
January 31	Text: Ch. Ch. 6 (Costs) & Ch. 7 (Firm Organization and Market Structure)	In-person lectures
<b>February 7</b>	<b>Test 1 (20%): (Ch. 2 – 4) &amp; Finishing Ch. 7</b>	<b>In-person, details TBA</b>
February 14	Text: Ch. Ch. 8 (Competitive Firms)	In-person lectures
February 18 – 24	Winter Reading week – no classes	
<b>February 28</b>	<b>Test 2 (20%): (Ch. 5 – 7)</b>	<b>In-person, details TBA</b>
March 7	Text: Ch. 9 (Monopoly)	In-person lectures
March 14	Text: Ch. 10 (Pricing with Market Power)	In-person lectures
March 21	Text: Ch. 11 (Oligopoly and Monopolistic Competition)	In-person lectures
<b>March 28</b>	<b>Test 3 (20%): (Ch. 8 – 10)</b>	<b>In-person, details TBA</b>
March 28	Text: Ch. 12 (Game Theory and Business Strategy) & Ch. 14 (Decision Making Under Uncertainty (time permitting))	In-person lectures
<b>April 4</b>	<b>Final test – Cumulative (20%)</b>	<b>In-person, details TBA</b>