

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 / MyLab & Mastering*

Term: *Fall 2024*

Time/Location:

Lectures: *T & R: 2:30am – 4pm, DB 0013*

TA hours: *TBC*

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 Hrs.: *Wednesday, 1 - 3 pm by appointment (Sep. 9 – Dec. 2)*

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 is an in-person course with lectures being delivered live in the classroom. Should there be a situation where the in-person delivery of the lecture is not feasible, the lecture may be delivered synchronously over the Zoom. 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 equipped with audio/video features, high speed and reliable internet connection, and/or a smart device with these features to complete the homework/assignments.

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

[*Student Guide to Moodle \(eclass\)*](#)

[*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 tests that you must complete on specific dates to earn marks.

Course Text

- *Managerial Economics and Strategy (3rd ed.)*; Jeffrey M. Perloff and James A. Brander, 2020, Pearson.
- *Companion Website: MyLab & Mastering*
- *Price Options: Check with the York bookstore.*

Student Evaluation

- Three (3) in-person tests (delivered on Mylab & Mastering **in a computer lab**) worth 80% of the term grade.
- Class Participation is worth 20% of the term grade.

The details are as follows:

1. Test 1(30%): October 10, 2024. It includes the materials covered until test 1
2. Test 2(30%): November 14, 2024. It includes the materials covered after test 1
3. Test 3(20%): November 28, 2024. It includes **all materials covered during the course.**
4. Participation (20%): 1% mark per class for up to 20 classes.

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=6(70-74), 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 missed midterm tests. For students missing these tests, the weight of **one test only** may be transferred to the final test. Thus, the maximum weight of the final test would be 50% (30% for the missed test plus 20% for the final). 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

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 2024
Classes start	Sept. 4
Last date to add a course without permission of instructor (also see Financial Deadlines)	Sep. 18
Last date to add a course with permission of instructor (also see Financial Deadlines)	Oct. 2
Fall Reading Week – No lectures	Oct. 12 - 18
Last date to drop a course without receiving a grade (also see Financial Deadlines)	Nov. 8
Course Withdrawal Period (withdraw from a course and receive a grade of “W” on transcript)	Nov. 9 – Dec. 3
Fall classes end	Dec. 3

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

ECON3411A – Fall 2024
Schedule of Lectures, Readings and Tests

Date/time	Topic/Activity
Wed., Sep. 4	Introduction & Information – Course Plan and Activities/Dates (very important to attend)
Weeks of Sep. 9 & 16	Demand and Supply (Text, Ch. 2), Empirical Methods (Text, Ch. 3) & Consumer Choice (Text, Ch. 4)
Weeks of Sep. 23 & 30	Consumer Choice (Text, Ch. 4), Production (Text, Ch. 5) & Costs (Text, Ch. 6)
Week of Oct. 7	Firm Organization and Market Structure (Text, Ch. 7)
TR. Oct. 10	Test 1: Ch. 2 – 7 (30%)
Oct. 12 - 18	Fall Reading week – no classes
Weeks of Oct. 21 & 28	Competitive Firms and Markets (Text, Ch. 8) & Monopoly (Text, Ch. 9)
Weeks of Nov. 4 & 11	Pricing with Market Power (Text, Ch. 10)
TR. Nov. 14	Test 2: Ch. 8 – 10 (30%)
Weeks of Nov. 18 & 25	Oligopoly and Monopolistic Competition (Text. Ch. 11), Game Theory and Business Strategy (Text. Ch. 12) & Decision Making Under Uncertainty (Text. Ch. 14, time permitting)
TBA	Final Test: cumulative (20%)