

YORK UNIVERSITY
FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES
DEPARTMENT OF ECONOMICS
ECONOMICS 3411M: MANAGERIAL ECONOMICS AND
STRATEGY
WINTER 2025

PRE-REQUISITES/CO-REQUISITES

AP/ECON 2300 and AP/ECON 3210 or AP/ECON 3480

COURSE DIRECTOR: Professor Lazar

Office: N205J, Seymour Schulich Building

Phone: 736-5068

Office Hours: Thursdays 10:00-12:00; other times by appointment only

E-mail: flazar@yorku.ca

LECTURE TIME/LOCATION

Time: Tuesdays 11:30-14:30

Room: DB 0010

COURSE DESCRIPTION

The objective of this course is to familiarize students with how business managers can use economic concepts and tools to make optimal business decisions. The emphasis of this course is on the *application* of microeconomic theory to business. So, our primary focus will be on relating theory to real life business situations.

TEXT

Jeffrey Perloff, James Brander, Managerial Economics and Strategy, 3rd edition, Pearson

COURSE REQUIREMENTS

Two tests. All students must write the final exam, which will be held during the April exam period (April 8-25). This exam will be 120 minutes in length. The final will count for 60% of the total grade for this course.

As well, **all students must write one of the two term tests**. These tests will both be 120 minutes in length and will count for 40% of the total grade.

All three tests will require you to answer three of six questions. All the tests will be closed book – no phones, no laptops, no written notes, not textbook.

1. Test 1: Tuesday, February 11

2. Test 2: Tuesday, March 11
3. Final exam: Exam period in April

MISSED TESTS

A deferred test will be granted **only for serious medical reasons**. In such cases students should submit a deferred test application together with the supporting documents (attending physician's statement and phone number) to the Economics department to my attention. The date and time of the deferred test will be set at a later date. Students who may require further extensions or accommodation will have to submit a formal petition to the Faculty.

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.). Tests will bear either a numeric grade out of 100%. (For a full description of York grading system see the York University Undergraduate Calendar)

LECTURES

Taping of the lectures is not permitted. All the lectures will be available online at the beginning of the term.

All cell phones must be turned off during the lectures. Failure to do so may result in your being expelled from the class.

COURSE OUTLINE

Week	Topic	Chapters
1: Jan. 7	Introduction	1, 2
2: Jan. 14	Basics of demand and supply	2, 4-6
3: Jan. 21	Monopoly, oligopoly	9-11
4: Jan. 28	Monopolistic competition	11
5: Feb. 4	Markets, firms	7
6: Feb. 11	TEST #1	
Feb. 15-21	READING WEEK	
7: Feb. 25	Agency, ESG	14, 16
8: March 4	Demand revisited, labour markets	
9: March 11	TEST #2	
10: March 18	Competition	8
11: March 25	Competitive behavior	12, 13, 16
12: April 1	Globalization	17

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/senate_cte_main_pages/ASCP.htm

<http://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust2012.pdf>

- 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

- Last date to add a course without permission of instructor (see also Financial Deadlines) – January 20, 2025
- Last date to add a course with permission of instructor (see also Financial Deadlines) – January 31, 2025
- Latest date to drop a course without receiving a grade (see also Financial Deadlines) – March 14, 2025
- Course withdrawal period (withdraw from a course and receive a grade of “W” on transcript – see <http://secretariat-policies.info.yorku.ca/policies/withdrawn-from-course-w-policy-and-guidelines/>) – March 15-April 2, 2025

You may [withdraw from a course](#) using the registration and enrolment system after the drop deadline until the last day of class for the term associated with the course. When you withdraw from a course, the course remains on your transcript without a grade and is notated as "W". The withdrawal will not affect your grade point average or count towards the credits required for your degree.

COURSE START UP

Course Websites hosted on York's "eClass" are accessible to students during the first week of the term. Course materials begin to be released on the course website during the first week. To log in to your eClass course visit the [York U eClass Portal](#) and login with your Student Passport York Account.

For further course Start Up details, review the [Getting Started](#) webpage.

For IT support, students may contact University Information Technology Client Services via askit@yorku.ca or (416) 736-5800. Please also visit [Students Getting Started UIT](#) or the [Getting Help - UIT webpages](#)

SENATE POLICIES

- [Academic Honesty](#)
- [Student Rights and Responsibilities](#)

- [Religious Observance](#)
- [Grading Scheme and Feedback](#)
- [Academic Accommodation for Students with Disabilities](#)