

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

Course Outline

Course #: AP/ Econ 3411-Section B

Course Title: Managerial Economics & Strategy

Fall 2026

1. Course Instructor Contact:

Name: Dr Shadab Qaiser

Office Hours: TBA

Email: qaisers@yorku.ca

Link to Course Website:

The course eclass website will be used for posting lecture handouts, practice assignments, practice tests, managerial case studies and some interesting links.

Teaching Assistant Information and office hours: TBA

2. Course Description and Prerequisites/Co-requisites:

The objective of this course is to teach students the economic way of thinking about managerial decisions and strategy. This course introduces students to the economic concepts and frameworks which the general manager can use to formulate, analyze, and implement strategy using case studies. This course will help students to develop critical thinking skills and business decision making skills. The emphasis of the course will be on demand analysis and estimation, the economics of the make-versus-buy decisions, production and cost analysis, the transaction costs of market exchange, and diversification, profit maximization in various market structures, advanced pricing and entry strategies and strategic positioning and dynamics.

3. Optional text book:

Managerial Economics (13th edition) by Christopher R. Thomas and S. Charles Maurice, McGraw-Hill Irwin

The estimated cost of the digital textbook is \$122.50 plus tax. Please note that you can also use 12th or 11th edition of this optional textbook.

4. Weighting of Course:

Case study I (Online on eclass during class time)	5%	Friday September 25 th
Case study II (Online on eclass during class time)	5%	Friday October 9 th
Case study III (Online on eclass during class time)	5%	Friday November 13 th
Midterm Exam – MT	35 %	October 30, 2026 in class
Final Exam – Cumulative	50%	Held Official examination period

There is no makeup for case studies and Midterm test. Students absent from the case studies and midterm exam will have the weight automatically transferred to their final exam. The final exam will be cumulative and will cover all materials discussed in the course. The date of the final exam will be scheduled by the registrar's office. Students absent from the final examination and requesting for deferred standing must follow the guidelines for Deferred Standing of the Department of Economics at York University.

5. Topics to be covered:

We plan to cover the following topics:

1. What is Managerial Economics? Basic introduction
2. Demand, Supply and Market Equilibrium
3. Marginal Analysis for Optimal Decisions
4. Theory of Consumer Behavior
5. Elasticity and Demand
6. Production and Cost in the short run
7. Production and Cost in the Long run
8. Managerial Decisions in competitive markets
9. Managerial Decisions for firms with market power
10. Advanced pricing techniques and entry strategies
11. Government regulations of Business

6. Intellectual property notice:

All materials prepared for **Econ 3411 sec B** at York University are the intellectual property of the instructor. This can include but is not limited to the following material: lecture notes, handouts and recordings; assignment handouts and instructions; spoken and written presentations; audio and video recordings; PowerPoint slides; and questions and/or solution sets for assignments, quizzes, tests and final exams.

Course materials should only be used by students enrolled in this course. As a student in this course, you may not publish, post on an Internet site, sell, or otherwise distribute any of this work without the instructor's express permission. Unauthorized or commercial use of these materials is strictly prohibited. Third party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either

been licensed for use in this course, or fall under an exception or limitation in Canadian copyright law. Copying this material for distribution (e.g. uploading material to a commercial third-party website, or online sharing of course material with people outside of the course) may lead to a charge of misconduct under York's Code of Student Rights and Responsibilities and the Senate Policy on Academic Honesty. In addition, you may face legal consequences for any violation of copyright law.

Other Information: Important Course Information for Students:

All students are expected to familiarize themselves with the following information, available on the Senate Committee on Curriculum & Academic Standards webpage;

<http://www.yorku.ca/secretariat/policies/index-policies.html/>

York's Academic Honesty Policy and Procedures/Academic Integrity Website

Academic Honesty and Integrity: Conduct that violates the ethical or legal standards of the University community or of one's program or specialization is subject to severe penalties. Students are responsible for understanding the nature and consequences of these offences, as contained in the Senate Policy on Academic Honesty, found on the York University Senate WEB page:

<http://www.yorku.ca/secretariat/policies/document.php?document=69>

Ethics Review Process for research involving human participants

<http://www.yorku.ca/secretariat/policies/document.php?document=94>

Course requirement accommodation for students with disabilities, including physical, medical, systemic, learning and psychiatric disabilities

<http://www.yorku.ca/secretariat/policies/document.php?document=68>

Student Conduct Standards

<http://www.yorku.ca/oscr/standards.html>

Religious Observance Accommodation

<https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

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://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