York University
Faculty of Liberal Arts & Professional Studies
Department of Economics
Course Webpage on *eClass*

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

Term: Fall 2026

Schedule & Room:
Lectures: T & R: 2:30 – 4 pm
Room: CLH-M
TA hours: TBA

Prerequisite / Co-requisite: AP/ECON 1000, AP/ECON 1500 and AP/ECON 2500

Course Instructor:
Name: **Dr. Art Noordeh**
Office: **2009 DB**
Office hrs.: **Thursdays, 12 - 2 by appointment**
Email: **anoordeh@yorku.ca**

Course Description
This course introduces students to the economic concepts and frameworks which help 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 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:

Computing for Students Website
Zoom@YorkU User Reference Guide

Schedule of Course activities

You are expected to study and learn the course materials according to the Schedule of Lectures, Readings and Tests shown at the end of this course outline. Please note that it is extremely important and critical that you keep up your readings and studies in line with this schedule, since there is required homework that you must complete on specific dates to earn marks.

Course Text

"Day One Digital" (D1D) Managerial Economics and Strategy (4th ed.); Perloff and Brander, 2026 Pearson, including the Companion Website: MyLab & Mastering
Price: Approximately $105.00 (no tax) at York Bookstore.

Student Evaluation

Student evaluation includes two Midterm Tests and the Final Exam (all delivered on Mylab & Mastering in a computer lab) as well as Class Participation and Homework Assignments as follows:

1. Test 1 (25%): October 8, 2026. It includes the materials covered.
2. Test 2 (25%): November 12, 2026. It covers the materials covered since Test 1.
3. Final Exam (30%): Date -TBA. It includes **all materials covered during the course**.
4. Class Attendance and Participation (10%)
5. Weekly Homework Assignments/quizzes (10%)

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 missed midterm tests. For students missing the midterm for medical reasons or extenuating circumstances, the weight of the test may be transferred to their final test **if they submit compelling supporting documents within 5 business days of the midterm date.** Students missing the final test will have to apply for deferred exam, using the following link within 5 business days of the final exam date: 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 York University's Senate Policy on Academic Honesty.

Other Important course information

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).

- 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 2026**
Class start date	September 10, 2026
Last date to add a course	September 22, 2026
Last date to drop a course without receiving a grade (also see Financial Deadlines)	November 10, 2026
Course End Date	December 8, 2026

Policy and Guidelines on Withdrawal from Course:

Academic Consideration for Missed Course Work, Policy on - Secretariat Policies

ECON3411A – Fall 2026
Schedule of Lectures, Readings and Tests

Date/time	Topic/Activity
Thu. Sep. 10	Introduction & Information – Course Plan and Activities/Dates **(very important to attend)**
Tue. Sep. 15 & Thu. Sep.17	Demand and Supply (Text, Ch. 2), Empirical Methods (Text, Ch. 3) & Consumer Choice (Text, Ch. 4)
Tue. Sep. 22 & Thu. Sep 24	Consumer Choice (Text, Ch. 4) – cont'd. Production (Text, Ch. 5)
Tue. Sep. 29 & Thu. Oct. 1	Costs (Text, Ch. 6) & Firm Organization and Market Structure (Text, Ch. 7)
Tue. Oct. 6 & Thu. Oct. 8	**Tue. Oct. 6: Text, Ch. 7 cont'd and Review (Ch. 2 – 7)** **Thu. October 8: Test 1 (Ch. 2 – 7; 25%)**
Tue. Oct. 13 & Thu. Oct. 15	**Reading Week – No Classes**
Tue. Oct. 20 & Thu. Oct. 22	Competitive Markets (Text, Ch. 8), and Monopoly (Text, Ch. 9)
Tue. Oct. 27 & Thu. Oct. 29	Monopoly (Text, Ch. 9) – cont'd. Pricing with Monopoly power (Text, Ch. 10)
Tue. Nov. 3 & Thu. Nov. 5	Pricing with Market Power (Text, Ch. 10) – cont'd.
Tue. Nov. 10 & Thu. Nov. 12	**Tue. Oct. 10: Review** **Thu. Nov. 12: Test 2: (Ch. 8 – 10; 25%)**
Tue. Nov. 17 & Thu. Nov. 19	Oligopoly and Monopolistic Competition (Text. Ch. 11)
Tue. Nov. 24 & Thu. Nov.26	Oligopoly and Monopolistic Competition (Text. Ch. 11), cont'd. Game Theory and Business Strategy (Text. Ch. 12)
Tue. Dec. 1 & Thu. Dec. 3	Game Theory and Business Strategy (Text. Ch. 12), cont'd. Strategies over time (Chapter 13 - time permitting)
Date: TBA	**Final Test: Cumulative (30%)**