



Course Syllabus

Spring 2021

FIN/ECON4310-110

Managerial Economics

Instructor: Huaibing Yu, Ph.D.

Office Hours: Online via WebEx Meeting. Friday noon – 4pm and by appointments

Email: huaibing.yu@tamuct.edu

Class Meetings: This is a 100% online course, and uses the A&M-Central Texas Canvas Learning Management System (<https://tamuct.instructure.com/>)

Course Description: This course is structured to demonstrate how economics is used in business and government decision making. It integrates microeconomic theory with accounting, finance, marketing, and production management. Real world examples will be utilized to demonstrate the theoretical models developed in this course. Course topics include the supply and demand models, elasticity of supply and demand, demand and cost functions, profit maximization, game theory, pricing with market power, government regulations, etc.

Prerequisites: FIN 3301 (with a passing grade or better) or consent of the department.

Required Textbook: *Managerial Economics and Strategy* by Jeffrey Perloff and James Brander, 3rd Edition, Pearson.

Student-instructor Interaction: You can email me in Canvas or send me an email by using your student email account. I will check emails regularly and reply you as soon as possible. Please be sure include the following items: **(1) use the phrase "FIN4310" or "ECON4310" in the subject heading; (2) sign your email using your Full Name.** Meanwhile, please check your student email inbox and Canvas on a daily basis, since important courses and announcements will be posted regularly.

Canvas: Canvas will be utilized to communicate important announcements, distribute class material, and post exam grades. You will also be taking exams and submit course materials on Canvas. Please be in the habit of regularly checking Canvas and emails for class information. Canvas can be accessed at <https://tamuct.instructure.com/>

Tutoring: Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring

Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

911 Cellular: Emergency Warning System for Texas A&M University-Central Texas. 911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911Cellular through their myCT email account.

Lectures and Class Attendance: This is a 100% online course. You are learning on your own pace. However, class participation is required. Learning materials will closely follow the textbook; however, I may alter the material in order to focus on key topics and concepts. Learning materials may consist of contents and calculation techniques that are not covered in the textbook. Therefore, consistent class participation is extremely important to be successful in this class.

Course Requirements:

1. **Online Class Participation:** There will be discussion questions posted on canvas throughout the semester. Please participate actively by replying and answering those questions. The participation will be graded.
2. **Homework assignments:** 5 homework assignments will be posted on Canvas throughout the semester with individual due dates. The lowest score of all homework assignments will be dropped.
3. **Term Paper:** Every student is required to write a term paper. You will be given enough time to develop, write, and polish your paper. The purpose of the term paper is for you to apply the knowledge that you will be learning from this course to a topic that you are interested in.
4. **Exams:** There will be two midterms and one final exam. Each midterm covers materials for the related chapters. The lower score of the two midterms will be dropped. **The final exam is comprehensive.** Exams will be online via Canvas and will consist of True/False and multiple-choice questions. Calculator and a one-page (front and back) reference sheet will be allowed during exams. The size of the reference sheet cannot exceed 8.5X11 inches. Exams will be administered through Canvas using Respondus Lockdown Browser. Respondus Lockdown browser can be downloaded through your Canvas account.

Grading:

Online Class Participation	10%
5 Homework Assignments (the lowest score be dropped)	10%
Term Paper	15%
2 midterm exams (the lower score be dropped)	30%
Comprehensive Final exam	35%
Total	100%

Grading Scale:

A:	90.00% and above
B:	80.00% - 89.99%
C:	70.00% - 79.99%
D:	60.00% - 69.99%
F:	59.99% and below

I reserve the right to curve grades depending on overall classroom performance. Any curving will only improve a student's calculated grades and will never reduce them. If your final grade at the end of the semester is just below the cutoff for the next letter grade, you may still receive the higher semester grade. Final course grade decisions will be made at the sole discretion of the instructor. I will treat everyone equally and fairly.

Posting of Grades: Grades will be posted regularly in the Canvas Gradebook. You will be able to monitor your course progress throughout the semester. Your final course grade will be calculated based on the grading policy above and the letter grade will be officially entered into the system when the semester concludes.

Incompletes: Incompletes will only be given in emergency or other extreme circumstances. Any request for an incomplete grade in this course must be approved by the professor prior to the last week of classes. Requests should be submitted in written form, include a detailed explanation and documentation, and must include an address and/or telephone number where you may be contacted throughout the following semester. There is a university requirement that a substantial portion of the course work must have been completed by the student prior to receiving and incomplete. Also, students will be required to enter into a contract with the professor to finish the course within some set time frame to be determined by the professor.

Technology Requirements: This course will use the A&M-Central Texas Instructure Canvas learning management system. Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal. Username: Your MyCT email address. Password: Your MyCT password

Canvas Support: Use the Canvas Help link, located at the bottom of the left-hand menu,

for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953. For issues related to course content and requirements, contact your instructor.

Other Technology Support: For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week: Email: helpdesk@tamu.edu Phone: (254) 519-5466 Web Chat: [<http://hdc.tamu.edu>] Please let the support technician know you are an A&M-Central Texas student.

Drop Policy: If you discover that you need to drop this class, you must complete a Drop Request Form [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf]. Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, please contact Registrar’s Office immediately. You are supposed to attend class until the procedure is complete to avoid penalty for absence.

Academic Integrity: Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university’s Office of Student Conduct. Ignorance of the university’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more information regarding the Student Conduct process,
[<https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel>].
If you know of potential honor violations by other students, you may submit a report,
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations: At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university’s programs, services and activities. If you believe you have a disability requiring

reasonable accommodations please contact the Office of Access and Inclusion at (254) 519-5797. Any information you provide is private and confidential and will be treated as such. For more information, please visit our Access & Inclusion web page [<https://www.tamuct.edu/student-affairs/access-inclusion.html>].

Important information for Pregnant and/or Parenting Students: Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the Student Affairs web page [<https://www.tamuct.edu/student-affairs/index.html>].

Students may also contact the institution's Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University– Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.- 5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via WCOOnline. In addition, you can email

Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library: The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders. Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments. Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our Library website [<http://tamuct.libguides.com/index>].

OPTIONAL POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas: Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L). Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/departments/compliance/titleix.php>].

Copyright Notice: Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

Topics and Tentative Schedule			
Week	1st day of the week	Topic	Chapter
1	1/19	Supply and Demand	Ch2
2	1/25	Empirical Methods for Demand Analysis	Ch3 HW1
3	2/1	Consumer Choice	Ch4
4	2/8	Production	Ch5 HW2
5	2/15	Costs	Ch6
6	2/22	Midterm 1	
7	3/1	Firm Organization and Market Structure	Ch7
8	3/8	Competitive Firms and Markets	Ch8 HW3
Spring Break			
9	3/22	Monopoly	Ch9 Term Paper Assigned
10	3/29	Pricing with Market Power	Ch10
11	4/5	Midterm 2	
12	4/12	Oligopoly and Monopolistic Competition	Ch11 HW4
13	4/19	Game Theory and Business Strategy	Ch12
14	4/26	Asymmetric Information	Ch15
15	5/3	Government and Business	Ch16 HW5
Comprehensive Final Exam			
<i>Note: schedules & materials are tentative and subjected to change depending on learning progress and circumstances</i>			