

ECON 4357, Section 01
Managerial Economics
Fall 2017, Online
Sam Houston State University

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Final Exam Dates: Sunday, December 5 – Wednesday, December 8
Prerequisite: ECON 2300 or ECON 2302, BANA 2372, BANA 3363
Tutoring: Monday – Thursday, 1300 – 1630, SHB 140

Course Description: An integration of economic tools of analysis with optimization techniques such as calculus, LaGrangian multipliers and linear programming. Additional topics include risk analysis and decision-making under uncertainty, inventory control, profitability analysis, and capital budgeting. Credit 3.

Learning Objectives: After completion of this course, the student will have learned to:

- to efficiently allocate resources to maximize firm value.
- to apply quantitative techniques to problems in business and economics.
- to use the tools of game theory to analyze strategic interdependence among firms
- to examine the effects of market structure on firm behavior.

Required Texts/Materials:

- Samuelson, William and Stephen Marks. Managerial Economics, 8th edition, Wiley, 2015. ISBN: 9781118808948.
- Webcam
- Scientific or Financial Calculator

Grading:

Assignment	Total Points
4 Exams worth 100 points each	400
3 Quizzes worth 25 points each	75
3 Practice Assignments worth 25 points each	75

Final Grades will be based upon the following criteria:

Grade	Final Average
A	495 – 550
B	440 – 495
C	385 – 440
D	330 – 385
F	Below 330

This grading scale is subject to change, but the cut-offs will never be raised. ***No extra-credit will be given. You are responsible for properly completing each assignment and submitting them promptly.***

Lecture Units, Exams, Quizzes, and Assignments: This course is divided into units. After several weeks, another unit will be available to you online. After going through the online material, read the corresponding sections in the book. Practice problems are assigned, but they are not graded. You need to work the practice problems!

One quiz is assigned per lecture unit. You make take the quizzes three times, and I will record the highest score received as your quiz grade. I will assign one practice assignment per lecture unit. You may take the practice assignment as many time as you wish. I will record the highest score received as your practice assignment grade. The quizzes and practice assignments are timed.

The exams are timed. Once you start the exam you cannot stop until it is completed. The clock cannot be stopped. Be prepared to work the problems just as if you were in a face-to-face class. The nice thing about an online class is that you can choose when to take the exam. That means you can prepare yourself first. You won't have enough time to look up things in your book (which you should not be doing anyway during an exam). If you miss an exam, you will receive a zero for that exam – there are no make-up exams.

If your final exam score is higher than a regular exam score, I will replace the lowest exam score with the score on your final exam. In other words, your final exam score may be counted twice, if that score is higher than your lowest exam score. The final exam is mandatory, and your final exam score will not be dropped.

ProctorFree: All exams in this course require you to use the ProctorFree software furnished by SHSU Online. ProctorFree is an on-demand, automated online proctoring service that is designed to deter cheating in an online testing environment. Using biometric and machine learning technologies, ProctorFree has eliminated the need for a human proctor during testing. ProctorFree monitors eye movements, body movements, voice recognition, along with anything accessed on your computer during the exam. Any unusual activity will be reported to the instructor. The instructor will look at the ProctorFree video and if in his estimation cheating has occurred, the student will be given a zero grade on the exam.

You will be required to have a microphone, keyboard, mouse, and webcam (normally, an external webcam includes a microphone). You will also need the Java plug-in for your Browser, which can be Firefox 13+, Chrome 18+, Safari 6+ (Mac only), or Internet Explorer 8+ (Windows only).

For more information, refer to the ProctorFree information link on the landing page in Blackboard. There is nothing else to download or install.

Procedures and a practice exam will be furnished in the course as well as support from SHSU Online Technology Support at 936-294-2780.

Academic Honesty and Conduct: The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. (See <http://www.shsu.edu/dotAsset/728eec25-f780-4dcf-932c-03d68cade002.pdf> for more details).

Any behavior deemed suspicious (at the instructor's discretion) will result in: 1. verbal warning, 2. reassignment of testing location, 3. a grade of zero that will not be dropped when calculating final grades, and/or 4. final grade of "F" for the course.

Students with Disabilities Policy: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

Course Outline: Note that all classes do not progress at the same rate, and the instructor may modify any class requirements or their timing as circumstances dictate. This outline is tentative and subject to change by instructor. It is the student's responsibility stay abreast of outline changes.

Unit and Dates		Topics	Exam Dates
Unit 1 August 23 – September 20 (4 weeks)		Chapter 2	Opens: 5am, Saturday, September 16
		Chapter 3	Closes: 10pm, Wednesday, September
		Chapter 6	20
Unit 2 September 21 – October 18 (4 weeks)		Chapter 7	Opens: 5am, Saturday, October 14
		Chapter 8	Closes: 10pm, Wednesday, October 18
Unit 3 October 19 – November 29 (6 weeks)		Chapter 9	Opens: 5am, Saturday, November 25
		Chapter 10	Closes: 10pm, Wednesday, November
		Chapter 12	29
		Chapter 13	
Final Exam		All Units	Opens: 5am, Sunday, December 3 Closes: 10pm, Wednesday, December 6