

## SYLLABUS

ECO 4357: Managerial Economics Fall, 2017

Dr. Donald G. Freeman

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<http://www.shsu.edu/academics/economics-and-international-business/faculty/don-freeman.html>

**Course Description:** An integration of economic tools of analysis with optimization techniques such as calculus, LaGrangian multipliers and linear programming. Additionally, students are exposed to risk analysis and decision-making under uncertainty, inventory control, profitability analysis, and capital budgeting. Prerequisites: ECON 2300 or 2302, BANA 3363.

**Learning Objectives:** Upon completion of this course, the student will have learned

1. To apply quantitative techniques to problems in business and economics.
2. To use the tools of game theory to analyze strategic interdependence among firms
3. To derive rules for decision making under conditions of risk and uncertainty.

**Text:** Samuelson & Marks, *Managerial Economics*, 8<sup>th</sup> Ed (but 6<sup>th</sup> or 7<sup>th</sup> will do).

**Other Resources:** Tutoring may be available; schedule TBA.

**Grading:** There will be four exams worth at least 100 points each toward your final grade, for a base total of 400 points

### **Grade Determination:**

- A: 360 points (90% of 400)
- B: 320 points (80% of 400)
- C: 280 points (70% of 400)
- D: 240 points (60% of 400)
- F: Below 240 points.

Note: There is no “rounding”. 319 points, for example, is still a “C”.

There are **no make-ups** for missed exams. If you miss an exam or if you wish to make up a previous exam, you may retake one of the previous three exams at the time of the final. I will allow some extra time for those choosing this option.

**Attendance:** I will take attendance at the beginning of each class period, mainly as a device to help learn your names.

### **Student Absences on Religious Holy Days Policy**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable time during which the missed assignments and/or examinations are to be completed.

#### **Rules of the Road:**

- X No eating or dipping. No headgear.
- X No cheating will be tolerated. Cheaters receive automatic F. NO exceptions.
- X If you must leave in the middle of class, do not re-enter. Be on time.
- X University cell phone/electronic device policy strictly enforced. (Posted on Blackboard).

#### **Homework/Quizzes:**

Homework will be end of chapter problems and exercises posted on Blackboard

#### **Americans with Disabilities Act:**

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 Counseling Center 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 Counseling Center.

<u>TENTATIVE SCHEDULE (Test Dates are <u>Firm</u>)</u>		
Week	Topic	Chapter
1	Demand & Elasticity	2, 3
2		2, 3
3		2, 3
4	<b>Exam 1</b>	
5	Competition & Monopoly	7, 8
6		7, 8
7		7, 8
8	<b>Exam 2</b>	
9	Oligopoly	9
10		9
11		10
12	<b>Exam 3</b>	
13	Information/Risk	10
14		12
15		12
16	Asymmetric Information	13, 14
	<b>Exam 4/Final Exam: Dec 5 @ 1:00 p.m.</b>	