

**ECON 4357, Section 03  
Managerial Economics  
Fall 2017, Room: SHB 133  
Sam Houston State University**

**Professor:** Mark Tuttle  
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**Office Hours:**  
**Final Exam Date:** Wednesday, December 6, 2017, 1200 - 1400  
**Prerequisite:** ECON 2300 or ECON 2302, BANA 3363  
**Tutoring:**

**Class Meetings:** Monday and Wednesday, 1100 – 1220

**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.

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

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

**Course Goals:** The students should make progress on:

- Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course
- Learning to apply course material (to improve thinking, problem solving, and decisions)

**Required Texts/Materials:**

- Samuelson, William F. and Stephen G. Marks, Managerial Economics, 8<sup>th</sup> edition, Wiley, 2015.

**Grading:**

Assignment	Weight
Exams	85%
Homework and Quizzes	15%

Final Grades will be based upon the following criteria:

Grade	Final Average
A	90 – 100
B	80 – 89.9
C	70 – 79.9
D	60 – 69.9
F	Below 60

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. You will receive a final grade of F if you miss more than one exam.***

**Exams:** All exams will consist of multiple choice and/or short answer/essay questions and include material covered in class and material in the required text. A Scantron form 882-E is required for all multiple choice exams. Failure to use the appropriate scanform will result in a reduction in your exam score. Cell phones and graphing/programmable calculators may not be used during exams for any reason. You may only use a non-programmable, four-function calculator for exams. The student is responsible for clearly annotating answers on their scanforms. Any errors found, after grading, will not be reversible. Therefore, the student should take the time to double-check their scanforms. If a student has a dark erasure or any other mar that may inhibit grading or create errors in grading, notify the instructor as the exam is turned-in, and the instructor will hand grade the exam.

When computing your final average, the lowest exam score (excluding exams where the student is caught cheating) will be omitted. ***No make-up exams will be given.***

**Homework/Quizzes/Other Assignments:** Homework / Quizzes / Other Assignment will consist of multiple choice and short answer/essay questions and homework/quizzes can be unannounced. ***Late homework / quizzes / other assignment will not be accepted and make-up homework / quizzes / other assignments will not be given. If you are late to class the day homework/quiz is assigned, you cannot turn-in that homework / quiz / other assignment – you will receive a zero. There are zero exceptions to this policy.*** If you cannot attend class, you can turn-in your homework / quiz / other assignment via email or voicemail only before the start of class on the date the assignment is due. Homework / quiz / other assignments sent via email/voicemail must be received before the regular class meeting. This policy is intended for emergencies - if you abuse this policy and have excessive absences, your homework / quiz / other assignment will only be accepted at the beginning of class and be contingent upon your attendance for that class. If you turn-in your homework/quizzes via any other method than that listed above, i.e. class turn-in, email or voicemail, you will receive a zero for that assignment. For example, I will not accept a homework / quiz / other assignment that is placed under my door. This policy may be changed at the instructor's discretion as needed during the semester.

A Scantron form 882-E or 815-E may be required for homework/quiz assignments. Failure to use the appropriate scanform will result in a reduction in your exam score. Cell phones and graphing/programmable calculators may not be used during exams for any reason. You may only use a non-programmable, four-function calculator for exams. The student is responsible for clearly annotating answers on their scanforms. Any errors found, after grading, will not be reversible. Therefore, the student should take the time to double-check their scanforms. If a student has a dark erasure or any other mar that may inhibit grading or create errors in grading, notify the instructor as the exam is turned-in, and the instructor will hand grade the exam.

An unannounced quiz may be given for each use of a cell phone, audible ring/buzz (audible to the instructor) from a cell phone, and/or any other cell phone created disturbance (disturbs the instructor). There are no make-ups for these quizzes. The quizzes will cover any material already presented during the semester and/or to be presented for the day.

**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). The exhaustive list of authorized test materials includes: 1. pencil(s) or opaque pen(s), 2. Scanform 882-E (if needed), and 3. a calculator.

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

**Class Attendance Policy:** Students are expected to attend *all* classes. Regular and punctual class attendance is expected of each student. Students that are late for class will be counted as absent. Further, active participation is expected, and those that do not actively participate (at the instructor's discretion) will be counted as absent. ***Absent students or students that arrive late to class may not turn-in homework/quiz assignments that are due or make-up homework/quizzes.*** You must notify the instructor in advance if a prolonged absence is imminent or expected. You may be allowed to take a scheduled exam early at the instructor's discretion. Further, if you are having difficulties that might interfere with your performance in this class, notify your instructor immediately.

**Use of Telephones, Computers, and Text Messaging in Academic Classrooms and Facilities:**

Students may not use cell phones or texting devices on any assignment. Use of cell phones and/or text messaging on an assignment will result in a non-excludable grade of zero for that assignment. During any in-class assignment, these devices must be stored securely and out of sight of all students. Students may not use cell phones, text messagers, or computers in this class. Arrangements for use of these devices should be made with the instructor in the case of potential emergency situations. Failure to comply with this policy may result in the student's expulsion from the classroom and/or failure of the course. See <http://www.shsu.edu/dotAsset/6d35c9c9-e3e9-4695-a1a1-11951b88bc63.pdf>.

**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. Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations. 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>

**Student Absences on Religious Holidays:** 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 who 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. Refer to the Academic Calendar for the deadline date for notification by students to the faculty members of the student's intent to be absent on religious holy days.

**Classroom Behavior:** Any behavior deemed disruptive by the instructor may result in the student's expulsion from the class and/or failure of the course.

**Reading Center:** The Reading Center's mission is to promote the acquisition of reading strategies and independent learning, which will motivate learners to value literacy throughout their entire lives. They are located in the Farrington building, Suite 109 [Phone: (936) 294-3114].

**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.

Week	Topic	
1	August 21 —	August 23 Introduction and Chapter 2
2	August 28 Chapter 2	August 30 Chapter 3
3	September 4 —	September 6 Chapter 3
4	September 11 Review	September 13 Exam #1
5	September 18 Chapter 6	September 20 Chapter 6 and 7
6	September 25 Chapter 7	September 27 Chapter 7
7	October 2 Chapter 8	October 4 Chapter 8
8	October 9 Chapter 9	October 11 Review
9	October 16 Exam #2	October 18 Chapter 10
10	October 23 Chapter 10	October 25 —
11	October 30 Chapter 12	November 1 Chapter 12
12	November 6 Chapter 12 and 13	November 8 Chapter 13
13	November 13 Chapter 13	November 15 Chapter 14
14	November 20 Review	November 22 —
15	November 27 Exam #3	November 29 Review
16	December 4 —	December 6 Final Exam, 1200 - 1400

**Important COBA Dates:**

- September 14 @ 1530 – COBA Courtyard Cookout
- September 19 @ 0930 – Executive-in-Residence
- September 19 @ 1800 – Meet the Firms
- October 17 @ 1500 – COBA Alumni Career Panel and Cookout
- COBA Tailgating:
  - August 27 @ 1600
  - September 23 @ 1600
  - October 14 @ TBA
  - October 21 @ TBA
  - November 4 @ TBA
  - November 18 @ TBA