

BA 601 GI7-1 - Managerial Economics | Syllabus



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 **Modules** (<https://husson.instructure.com/courses/1736000/modules>)

Basic Information

Course Information:

BA 601 GI7-1 Managerial Economics
Fall 2020

Professor Information:

Stephanie Shayne, EdD, MBA
Peabody 237; (207) 404-5632; shaynes@husson.edu
Office Hours: T 12:30-2:30pm; W 9am - 1pm; Th 9-11am; or by appointment

Downloadable Syllabus: [BA 601 GI7-1 Syllabus Fall 2020 \(https://husson.instructure.com/courses/1736000/files/108250870/download?wrap=1\)](https://husson.instructure.com/courses/1736000/files/108250870/download?wrap=1)  <https://husson.instructure.com/courses/1736000/files/108250870/download?wrap=1>

Textbook & Required Materials

- Managerial Economics and Business Strategy 9th edition; Michael R. Baye & Jeffrey T. Prince; McGraw-Hill Education (custom package w/ Connect access). ISBN: 9781260612493
 - *Note: Our primary textbook is a digital text that you will access through Canvas. The custom package also includes access to Connect, an online homework program that we will use in the course. The cost for this textbook has already been added to your tuition and fees for this course. There is nothing additional that you need to purchase. However, if you would also like a hard copy of the textbook (in addition to the digital text), the Husson bookstore does have a loose leaf option available for purchase for \$25.50.*
- Calculator – any model (does not have to be anything fancy, you just need a calculator that can handle simple functions (+, x, -, /) and exponents).

Course Outcomes and Assessment

Student Learning Outcomes:

1. Students will construct demand, supply, and elasticity analyses for various firms and industries.
2. Students will apply marginal analysis to help make managerial decisions.
3. Students will analyze industry market structure and its effects on firm behavior and profitability.
4. Students will understand and analyze firms' cost, production, and pricing decisions.
5. Students will explain strategies for managing risk, uncertainty, and situations of market failure.
6. Students will demonstrate the ability to communicate effectively both verbally and in writing.

Assessment Mapping

This course is required as a core business course for all MBA students according to IACBE accreditation standards. This course is mapped to the following IACBE Programmatic Outcomes:

- Students will apply best practices to solve managerial issues.
- Students will integrate theories and practice to perform strategic analysis.
- Students will demonstrate effective written forms of communication and oral business presentations.
- Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.

Evaluation and Grading

Chapter Problem Sets (12 total):	30%
Discussion Assignments (5 total):	20%
LearnSmart Modules (13 total):	15%
Merger Presentation:	15%
Presentation Peer Review:	5%
Final Paper:	<u>15%</u>
	100%

Canvas Information

Canvas is the where course content, grades, and communication will reside for this course.

- husson.instructure.com
- For Canvas, Passwords, or any other computer-related technical support contact the [Husson Help Desk](https://www.husson.edu/student-life/technology/help-desk/).
(<https://www.husson.edu/student-life/technology/help-desk/>)
 - (207) 973-1000
 - <https://helpdeskticket.husson.edu/> [_ \(https://helpdeskticket.husson.edu/\)](https://helpdeskticket.husson.edu/).

Grading Rubrics

Grading rubrics can be found with the assignments in Canvas.

Class Policies

Links to University Policies and student protections as well as student services can be found on the left navigation panel. You can also find a link to information about how to navigate Canvas.

Tentative Schedule of Assignments

Module/Date	Topics	Readings/Prep	Assignments	SLOs*
Module 1 August 31st – September 6th	<ul style="list-style-type: none"> Course Introduction Fundamentals of Managerial Economics Demand & Supply Market Equilibrium 	<ul style="list-style-type: none"> Course syllabus Chapter 1 Chapter 2 Videos posted in Canvas 	<ul style="list-style-type: none"> Access Connect Discussion Assignment #1 – Introduce Yourself Discussion Assignment #2 – Incentives LearnSmart – Chapter 1 Chapter 1 Problem Set LearnSmart – Chapter 2 Chapter 2 Problem Set 	1, 2, 6

Module 1 Assignments due no later than Sunday, September 6th

(Note: initial discussion assignment posts due Thursday, September 3rd)

Module 2

September 7th - September 13th

- Demand & Supply
- Price Elasticity
- Cross-Price Elasticity
- Income Elasticity
- Consumer Behavior
- Indifference Curves
- Budget Constraints

- Chapter 3 (pgs. 64-83)
- Chapter 4
- Videos & lecture notes posted in Canvas

- Discussion Assignment #3 – Demand & Supply Factors
- LearnSmart – Chapter 3
- Chapter 3 Problem Set
- LearnSmart – Chapter 4
- Chapter 4 Problem Set

Module 2 Assignments due no later than Sunday, September 13th

(Note: initial discussion assignment post due Thursday, September 10th)

1, 6

Module 3

September 14th – September 20th

- Production Functions
- Cost Functions
- Input Procurement

- Chapter 5
- Chapter 6
- Videos posted in Canvas

- LearnSmart – Chapter 5
- Chapter 5 Problem Set
- LearnSmart – Chapter 6
- Chapter 6 Problem Set

2, 4

	<ul style="list-style-type: none"> Principal-Agent Problem 		Module 3 Assignments due no later than Sunday, September 20th	
Module 4 September 21st – September 27th	<ul style="list-style-type: none"> Market Structure Industry Concentration Perfect Competition Monopoly Monopolistic Competition Oligopoly Characteristics Game Theory 	<ul style="list-style-type: none"> Chapter 7 Chapter 8 Chapter 9 (pgs. 270-273 and descriptions of Sweezy, Cournot, Stackelberg and Bertrand Oligopolies) Chapter 10 (pgs. 302-313) Videos and lecture notes posted in Canvas 	<ul style="list-style-type: none"> Discussion Assignment #4 – Market Structure LearnSmart – Chapter 7 Chapter 7 Problem Set LearnSmart – Chapter 8 Chapter 8 Problem Set LearnSmart – Chapter 9 LearnSmart – Chapter 10 Chapters 9 & 10 Problem Set Merger Presentation – Topic Selection Module 4 Assignments due no later than Sunday, September 27th <i>(Note: initial discussion assignment post due Thursday, September 24th)</i>	2, 3, 4, 6
Module 5	<ul style="list-style-type: none"> Merger 		<ul style="list-style-type: none"> Merger Presentation 	3, 6

September 28th – October 4th	Presentation		<ul style="list-style-type: none"> · Presentation Peer Reviews Module 5 Assignments due no later than Sunday, October 4th <i>(Note: Peer review feedback due Wednesday, October 7th)</i>	
Module 6 October 5th – October 11th	<ul style="list-style-type: none"> · Pricing Strategies · Risk & Uncertainty · Asymmetric Information · Auctions 	<ul style="list-style-type: none"> · Chapter 11 · Chapter 12 · Videos posted in Canvas 	<ul style="list-style-type: none"> · Presentation Peer Reviews (due Wednesday, October 7th) · LearnSmart – Chapter 11 · Chapter 11 Problem Set · LearnSmart – Chapter 12 · Chapter 12 Problem Set Module 6 Assignments due no later than Sunday, October 11th	3, 4, 5
Module 7 October 12th – October 18th	<ul style="list-style-type: none"> · Market Failure · Government Intervention 	<ul style="list-style-type: none"> · Chapter 14 · Videos posted in Canvas 	<ul style="list-style-type: none"> · Discussion Assignment #5 – Government Intervention · LearnSmart – Chapter 14 · Chapter 14 Problem Set Module 7 Assignments due no later than Sunday,	2, 3

			October 18th <i>(Note: initial discussion assignment post due Thursday, October 15th)</i>	
Module 8 October 19th – October 23rd	· Applying Economic Concepts		· Final Paper – Applying Economic Concepts Module 8 Assignments due no later than FRIDAY, October 23rd	1, 3, 4, 6