

**San José State University**  
**Social Sciences/Economics**  
**ECON 106, Managerial Economics, Section 01, Spring, 2020**  
**Course No. 28620**

**Course and Contact Information**

Instructor:	Dr. Sanchita Mukherjee
Office Location:	DMH 214
Telephone:	
Email:	<a href="mailto:sanchita.mukherjee@sjsu.edu">sanchita.mukherjee@sjsu.edu</a>
Office Hours:	By appointment
Class Days/Time:	MW 1:30pm – 2:45pm
Classroom:	DMH 348
Prerequisites:	ECON 1B or its equivalent

**Course Description (Required)**

Applications of economic analysis to practical problems in the private and public sector. Demand and cost analysis, market structure, statistical estimation, and forecasting; case studies.

**Course Learning Outcomes (CLO) (Required)**

To develop and apply knowledge and understanding of how organizations function in the public and private sector. This course fits into the following Department of Economics program learning objectives (PLO).

PLO 1: Microeconomics

PLO 4: Specialist Area (Policy Economics, Finance, Data Analysis)

PLO 5: Communication

Upon successful completion of this course, students will be able to:

CLO 1: Explain the relationship and relevance of separate kinds of costs in decision making.

CLO 2: Explain how managers estimate demand and supply relationships and apply those estimates in common business contexts.

CLO 3: Apply economic analysis to pricing strategy issues and understand the broader socioeconomic context of pricing decisions.

CLO 4: Explain the reasons for the emergence of the firm, the factors that limit the size of the firm, and how the principal-agent problem affects firm performance.

CLO 5: Understand and explain the different rationales for, and contexts in which political authorities may intervene in markets and their intended and unintended impacts on business decisions.

CLO 6: Better understand and explain the broader institutional context in which entrepreneurs create value, business firms operate, and policymakers' impact economic outcomes.

## Required Texts/Readings (Required)

### Textbook

Managerial Economics & Business Strategy by Michael R. Baye and Jeffrey T. Prince  
(Mcgraw-hill Series Economics) 9th Edition

ISBN-13: 978-1259290619

ISBN-10: 1259290611

It is available at the bookstore and any of the online outlets (Amazon, for example). Used copies are fine. Also, avoid getting the international edition, since it is different.

## Course Requirements and Assignments (Required)

### 1) Quizzes (50% of your grade, 10% each):

Quizzes will be announced and posted on Canvas. Late quizzes will receive no credit.

### 2) Exams:

There are 2 in-class Midterm exams (30% total, 15% each) and 1 comprehensive final exam (20% of your grade). All of these exams will be multiple choice problems. You would have to bring a Scantron (882-E, half page green one) and a calculator to the exam. Please use a No.2 pencil on the Scantron.

## Grading Information (Required)

Your grade will be based upon:

Assignments	% of your grade	Due Dates
5 Quizzes (Total 6, drop the lowest)	50% total, 10% each	Quiz 1: Wed 2/5 Quiz 2: Wed 2/19 Quiz 3: Wed 3/11 Quiz 4: Wed 3/25 Quiz 5: Wed 4/22 Quiz 6: Wed 5/6 (lowest score will be dropped)
Midterm 1	15%	Wed, 3/4 (DMH 348)
Midterm 2	15%	Wed, 4/8 (DMH 348)
Final Exam	20%	Mon, 5/18, 12:15pm – 2:30pm (DMH 348)

You will find the Final Exam schedule for Spring 2020 at:

<http://info.sjsu.edu/static/catalog/final-exam-schedule-spring.html>

**There will be no makeup exams. Please make your travel plans accordingly.**

## Classroom Protocol

In consideration to your classmates and me, be on time, stay for the duration of the class and avoid any disruptive activities within the classroom (cell phones, side conversation, newspaper reading, etc.)

## University Policies (Required)

### Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

### **Consent for Recording of Class and Public Sharing of Instructor Material**

University Policy S12-7, <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course.

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the green sheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

### **Academic integrity**

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. [The Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity Policy S07-2 requires approval of instructors.

### **Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible,

or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the [Accessible Education Center \(AEC\)](http://www.sjsu.edu/aec) at <http://www.sjsu.edu/aec> to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

## **ECON 106 / Managerial Economics, Spring 2020, Course Schedule**

### **Tentative Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	1/27	Introduction, Syllabus, Basics
1	1/29	Math Review
2	2/3	Chapter 1: Fundamentals
2	2/5	Chapter 1: Fundamentals <b>Quiz 1</b>
3	2/10	Chapter 2: Demand and Supply
3	2/12	Chapter 2: Demand and Supply
4	2/17	Chapter 3: Quantitative Demand Analysis
4	2/19	Chapter 3: Quantitative Demand Analysis <b>Quiz 2</b>
5	2/24	Chapter 4: Individual Behavior
5	2/26	Chapter 4: Individual Behavior
6	3/2	Midterm 1 Review
6	3/4	<b>Midterm 1 (in class)</b>
7	3/9	Chapter 5: Production
7	3/11	Chapter 5: Production <b>Quiz 3</b>
8	3/16	Chapter 6: Firm Organization
8	3/18	Chapter 6: Firm Organization
9	3/23	Chapter 7: Market Structure
9	3/25	Chapter 7: Market Structure <b>Quiz 4</b>
10	3/30	Campus Closed: Spring Recess – No Classes
11	4/1	Campus Closed: Spring Recess – No Classes

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
11	4/6	Midterm 2 Review
12	4/8	<b>Midterm 2 (in class)</b>
12	4/13	Chapter 8: Perfect Competition and Monopoly
13	4/15	Chapter 8: Perfect Competition and Monopoly
13	4/20	Chapter 9: Game Theory and Oligopoly
14	4/22	Chapter 9: Game Theory and Oligopoly <b>Quiz 5</b>
15	4/27	Chapter 11: Price Discrimination
16	4/29	Chapter 11: Price Discrimination
17	5/4	Chapter 13: Limit Pricing
18	5/6	Case Study <b>Quiz 6</b>
19	5/11	Final Review
<b>Final Exam</b>	<b>5/18</b>	<b>DMH 348, 12:15pm – 2:30pm</b>