ECON 5315.001: Managerial Economics (MBA)
Spring 2020
Texas A&M University-Corpus Christi
College of Business

Instructor: Dr. Deniz Gevrek, Ph.D.
Section & Location: Section 001, Tuesday 7pm - 9:30pm; OCNR 131
Office Hours: Tuesday-Thursday 11am-12:30pm, Tuesday 5:45-6:45pm or by appointment.
Office: OCNR 366
E-mail: deniz.gevrek@tamucc.edu. Check your Blackboard announcements and university e-mail every day. I will respond to your messages within 24 hours. Therefore, it is in your best interest to complete your assignments at least 24 hours before the due dates. The instructor will not be responsible from any missed assignments because of computer/technology/internet connection issues if you fail to complete assignments at least 24 hours before the posted due dates/times. Never leave any assignments to the last 24 hours before their respective deadlines.
If you do not receive a response from me within 24 hours, please send me another e-mail to remind me. If you need to have an extended exchange with me, you should do that in office hours, not via e-mail.
Phone: (361) 825 3601
Course Web Page: all course materials and assignments will be posted on TAMU-CC Blackboard 9.
You may purchase the older editions AT YOUR OWN RISK.

Prerequisites: ECON 5311 or equivalent and admittance to a COB Graduate Program.

Optional Material: Business newspapers and magazines such as Financial Times, Economist, & Business Week.

Course Description:
A graduate-level course in managerial microeconomics focusing on the use of economic tools and concepts to assist managers in decision-making. Topics may include market demand and elasticity, demand estimation, production and cost functions, marginal analysis under various forms of market structure and game theory.

Learning Objectives:
By the end of this course, the students will be able to:
• Integrate the analysis of the horizontal and vertical boundaries that a firm faces with the effect that those boundaries have on firm performance and industry competition (MBA Goal 2, Objectives 1 and 3)
• From the firm’s management perspective to be able to effectively identify the market structure that the firm competes in and its primary and secondary competitors (MBA Goal 2, Objectives 1 and 3, and Goal 3, Objectives 1 and 3)
• Integrate the use of marginal analysis into the managerial decision-making process (MBA Goal 3, Objective 1; MBA Goal 2, Objectives 1 and 3)
Relationship to Other Coursework:
This course assumes the student has completed all mathematics and economics prerequisites. The student will have an opportunity to apply quantitative skills introduced in other courses to solve economic problems in this course. In addition, this course will emphasize the following specific skills: mathematical competency, critical thinking, writing, reading, listening, and speaking. The emphasis on the development of these specific skills in this course should benefit the student in other courses to be undertaken.

Instructional Methodology:
In addition to lectures, the class will be interactive. This course will be up to 24% online. We will meet at our regular class location at least 76% of the time. Some classes will be covered online. A variety of learning methodologies will be used, such as: class discussions, team activities, project, website materials, and homework.

How to succeed:
Part of your responsibility as a TAMU-CC student is to attend classes and take notes. This is an essential part of the learning process. Please see my attendance policy below for more details. I will post on the Blackboard website some lecture materials, but not detailed lecture notes. Attendance to the class, logging on to your Blackboard daily, reading all my emails fully and carefully, and completing reading assignments are essential to pass this course. Do not forget that it is in your best interest to finish the reading assignment before each class. The detailed class schedule, which is subject to changes and revisions throughout the semester, is on the last page of this syllabus should tell you which chapters to read before you come to class. Class notes, materials on Blackboard web site, and textbook are complementary to each other, so use them all preparing for the tests. Starting from basic concepts, we will proceed to much more complicated ones, do not get overconfident with you and keep hard work. I also encourage you to work in study groups.

Attendance Policy:
Students are held responsible for class attendance. Class attendance is a necessary but not sufficient condition for active class participation and satisfactory course performance. Students absent from classes are responsible for making arrangements to submit assignments due, material discussed, and announcements made in class. Assignments and exams missed due to absences cannot be made up except for illness or other emergencies, in which case a doctor’s note or other official documentation is required to accompany the assignment.

Performance Evaluation and Grading:
Your grade will be based on 2 midterm exams, 1 final exam, 3 homework assignments, attendance, and 1 Analysis Project. The first midterm is on Tuesday, February 18, will cover material up to and including lecture 4. The second midterm is on Tuesday, March 31 will cover lectures 5-9. These two midterm scores will make up 40% of your course grade (each 20%). There will be NO MAKEUP tests under ANY circumstances, DO NOT make any plans for these days. Please read on for my policy on missed examinations.

Attendance will make up 5% of your grade. We will meet 15 times and I will take attendance during the 12 classes except when we have the project presentations and for two days we have midterm exams. While I will take attendance every class, a student gets the full 5% if s/he attends 10 classes (each class is worth 0.5 points). Students entering class past the class start time will lose half of their attendance grade, students who are late more than 5 minutes receive zero for attendance. Students who engage in fraudulent activity regarding attendance even once (i.e., students who are absent but have their friends sign the attendance sheet in place of them) lose the entire attendance grade and face disciplinary action. Because this course is up to 24% online, some classes will be conducted online and for those dates we will hold online classes, attendance will consist of watching instructional videos and completing assignments on strict deadlines.
There will be 3 **Homework Assignments**. Each Homework assignments will count 5 points. Homework assignments make up 15% of your grade. The homework assignments are due in class (see the last page of course syllabus for the due dates).

The **Analysis Project** will make up 20% of your grade. The deadline for the report portion of the Analysis Project is **Sunday, March 3, at 11pm US CT via turnitin.com**. The presentations for the Analysis Project will take place on **Tuesday, May 5** in class. The details on Analysis Project will be provided in the class and on Blackboard 9.

The final test will be comprehensive but will draw more heavily on lectures after the second midterm. Final exam makes up 20% of your grade. Registrar’s Office scheduled the final exam on **Tuesday, May 12 at 7pm in our regular class location**. Do not plan to leave before this date because there is no makeup test for the final. University policy requires that you take the final exam at the time Registrar’s office determines. If you miss the final you will lose the 20% of your grade with no exceptions.

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>2 Midterms (20% each)</td>
<td>40%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
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<tr>
<td>Attendance</td>
<td>5%</td>
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<tr>
<td>3 Homework Assignments (5% each)</td>
<td>15%</td>
</tr>
<tr>
<td>Analysis Project</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Your letter grade will be based on your cumulative number of points. The approximate letter grades will be as follows, but I reserve the right to adjust the cut-off points. I will use standard rules for rounding and the following conversion table for the absolute scale:

<table>
<thead>
<tr>
<th>percent range</th>
<th>letter grade</th>
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</thead>
<tbody>
<tr>
<td>90.0 – 100.0</td>
<td>A</td>
</tr>
<tr>
<td>80.0 – 89.9</td>
<td>B</td>
</tr>
<tr>
<td>70.0 – 79.9</td>
<td>C</td>
</tr>
<tr>
<td>60.0 – 69.9</td>
<td>D</td>
</tr>
<tr>
<td>0.00 – 59.9</td>
<td>F</td>
</tr>
</tbody>
</table>

**Grading Policy:**

The dates of the midterm exams, final, homework assignments, as well as the analysis project are **fixed**. There will be NO makeup tests, other assignments. Missed exams generally will be treated as zeroes; only serious and substantiated medical, university-related or personal emergencies may be accepted as legitimate excuses for a missed exam. No exceptions will be made for job interviews, Thanksgiving and Spring Break travel, or other non-academic activities. If you miss a midterm for a legitimate reason, then its weight will be shifted to other two exams as follows, i.e. 10% will be shifted to the other midterm and the final exam (other midterm and final exams will each count as 30% of your grade). If you fail to take any midterms, your final test will have a weight of 60%, but I strongly suggest you not to put yourself in any of the above situations. Students who are athletes present an official letter from the University if any of the test dates causes conflict with their scheduled activities. This letter must be presented in advance to me.

Your grade is determined solely by your performance, not by the instructor’s. There will not be any additional credit opportunities after the final test to supplement your grade. You earn your grade based on your performance not based on your needs or wants. The main purpose of my policies is fairness. I believe in rewarding those people who take their responsibilities seriously.

**Do NOT** rely on your percentage as reported by Blackboard (Bb); your grade is based on POINTS, not Bb percentages. Bb reports your percentage based on only the work you submit, NOT based on all work assigned.
Dropping a class:
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Last Day of Withdrawal:
Only students who complete the course withdrawal form before the deadline on Friday, April 10, will receive an automatic grade of “W.”

Emergency Procedure:
There are times where extenuating circumstances, such as an extended illness, family emergency, a death in the family or military deployment arise and the student must miss multiple days of school due to the situation. In these cases, it may be difficult for the student to contact their faculty due to the situation (i.e. hospitalization). **If your emergency is such that you only miss one or two days of class**, you can submit the documentation of your excuse as an email attachment to me via email at deniz.gevrek@tamucc.edu. **If your emergency is such that you miss 3 or more consecutive days of class you must follow a different procedure:** The Dean of Students, in the Office of Student Engagement & Success, can assist students/families in this situation when a student is going to miss three or more consecutive days of class. This notification does not excuse the absence; it merely serves as a courtesy notification regarding the student’s situation. The faculty member will still make the decision on individual cases related to any missed work, assignments or test. Documentation must be provided to the Dean of Students that supports the reason for the absence within one week of the original notice. For assistance in these types of situations, students should contact the Office of Student Engagement & Success at 361-825-2612 or go by the office in the University Center, Room 318.

Classroom/professional behavior:
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Classroom Etiquette:
Examples of classroom misconduct that may affect student evaluation include:

1. *Habitually* entering or leaving the classroom during class time without the consent of the instructor.
2. Using any telecommunication device (definition: Use of a mobile phone during class, including text messaging, surfing internet). Out of respect for your fellow classmates, mobile phones are to be turned off and placed in your bag or pocket. If you are caught using a phone the instructor reserves the right to confiscate the phone and return it at her convenience.
3. Copying tests and assignment questions (definition of copying: making written or digital copies including but not limited to taking photos, videos etc.) with the purpose of distribution.
4. Posting inappropriate, unrelated and offensive comments on the online discussion forums and course web page.
5. Talking with other students, and any other activities that are disruptive to the learning environment are also not allowed.
6. Engaging in fraudulent activities regarding class attendance, discussion forums, assignments and tests.

Students caught engaging in such activities should expect class or course dismissal along with a letter of reprimand placed in their academic files.

According to the University policy, no cell phone is allowed in a room when a test/exam is taken.

Statement of Civility:
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Grade Appeals:
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Statement of Academic Continuity:
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Academic Honesty
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct includes all forms of cheating, including illicit possession of examinations or examination materials, forgery, or plagiarism, which is the presentation of the work of another as one’s own.
Students caught engaging in such activities should expect course dismissal along with a letter of reprimand placed in their academic files.

Turning in another student’s work (assignments, exams, etc.) without the knowledge of the instructor constitutes forgery of both the student turning in another one’s work and the student who completes the work. Signing another student’s name on an attendance sheet also constitutes academic dishonesty.

**Plagiarism Policy:**
Students caught engaging in such activities should expect a zero grade on the exam/assignment for the first violation and a letter of reprimand placed in their academic file. A second violation will result in an automatic grade of F for the course. Students in the class are subject to the CoB Student Code of Ethics.

Students who violate University rules on scholastic honesty are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, fellow students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

**Student Code of Ethics:**
This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

**Other Aspects of the Course:**

**Ethical Perspectives:**
This course considers both the positive approach to microeconomic issues (i.e., what is) and the normative approach (i.e., what ought to be). As a result, students can develop insight into ethical issues. Decentralized decision-making in a market price system is emphasized. Outcomes of decentralized decisions are examined at the micro and macro levels of the economy. Class discussions are encouraged so that different perspectives may be openly examined.

**Global Perspectives:**
Throughout the course, students will discuss and compare economic activities in the domestic economy to other economies of the world. Managerial decisions in U.S. firms are emphasized and compared to decision-making in firms other economies and multinational firms. Global economic trends, the economic performance and trade policy impact microeconomic analysis and policy decisions. As a result, the global and intergenerational perspectives are critical to microeconomic study.

**Demographic Diversity Perspectives:**
There will be opportunities to compare and discuss demographic diversity in the course especially regarding the diversity of labor in the input markets. The distributional effects of government policy issues will also be examined and discussed.

**Political, Social, Legal, Regulatory, and Environmental Perspectives:**
Firm operation within a market price system is examined in detail throughout the course. Monopoly power and environmental issues (marginal costs vs. total costs) are continuing topics for discussion throughout the course. In discussing the role of the government in an economy, various political, social, legal, regulatory, and environment issues and questions arise. These questions and issues are examined in the microeconomic context, and sometimes, from the macroeconomic viewpoint.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture/Date</th>
<th>Subjects Covered</th>
<th>Chapters</th>
<th>Due dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1) Tuesday, Jan 21</td>
<td>Intro + Economics Primer + Chapter 1</td>
<td>Economics Primer (pp 8-34) + Chapter 1 (pp 37 - 54)</td>
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<td>2</td>
<td>2) Tuesday, Jan 28</td>
<td>Finish Economics Primer + Part 1: Firm Boundaries + Start Chapter 2: The Horizontal Boundaries of the Firm</td>
<td>Chapter 2 (pp 55 - 89)</td>
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<tr>
<td>3</td>
<td>3) Tuesday, Feb 4</td>
<td>Finish Chapter 2 + Start Chapter 3: The Vertical Boundaries of the Firm</td>
<td>Chapter 3 (pp 90 - 123)</td>
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<td>Homework 1 is due</td>
</tr>
<tr>
<td>4</td>
<td>4) Tuesday, Feb 11</td>
<td>Finish Chapter 3</td>
<td>In Class MIDTERM #1 Part 2: Market and Competitive Analysis Start Chapter 5: Competitors and Competition</td>
<td>Chapter 5 (pp 155 -185)</td>
<td></td>
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<tr>
<td>5</td>
<td>5) Tuesday, Feb 18</td>
<td>Spring Break</td>
<td>Chapter 7: Dynamics – Competing Across Time</td>
<td></td>
<td>Homework 2 is due</td>
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<tr>
<td>6</td>
<td>6) Tuesday, Feb 25</td>
<td>Finish Chapter 5</td>
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<td>7</td>
<td>7) Tuesday, Mar 3</td>
<td>Chapter 6: Entry and Exit</td>
<td>Chapter 6 (pp 186 - 213)</td>
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<td>8</td>
<td>8) Tuesday, Mar 10</td>
<td>Spring Break</td>
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<tr>
<td>9</td>
<td>9) Tuesday, Mar 17</td>
<td>Finish Chapter 7</td>
<td>In Class MIDTERM #2 Start Chapter 8: Industry Analysis</td>
<td>Chapter 8 (pp 247 - 275)</td>
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<td>10</td>
<td>10) Tuesday, Mar 24</td>
<td>Continue Chapter 8</td>
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<td>11</td>
<td>11) Tuesday, April 7</td>
<td>Part 3: Strategic Position and Dynamics Chapter 9: Strategic positioning for Competitive Advantage</td>
<td>Chapter 9 (pp 279 - 319)</td>
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<td>12</td>
<td>12) Tuesday, April 14</td>
<td>Chapter 11: Sustaining Competitive Advantage</td>
<td>Chapter 11 (349 - 382)</td>
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<td>Homework 3 is due</td>
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<tr>
<td>13</td>
<td>13) Tuesday, April 21</td>
<td>Finish Chapter 11</td>
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Sunday, May 3 at 11pm US CT Analysis Project is due via Turnitin.com

WEEK 15 | 15) Tuesday, May 5 | Analysis Project Presentations |

Tuesday, May 12, 7 pm FINAL EXAM