

ECON 207A
Fall 2017
Section 1: MW 9:30-10:50, TBA
Section 2: MW 11-12:20, TBA
Course Website: <https://moodle2.brandeis.edu/>

Professor Alice Hsiaw
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Office Hours: MW 1-2pm,
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Teaching Assistants

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Managerial Economics – **DRAFT SYLLABUS**

Course Description

Managerial Economics uses the principles of microeconomic analysis as a framework for decision-making in business and management. Topics include supply and demand, consumer behavior, firm production, the effect of market structure on firm behavior and market prices, optimal pricing strategies, game theory, and the role of information. This methodology is relevant to managers of for-profit firms and non-profit organizations, and to policymakers. I strongly recommend regular reading of such publications as *The Wall Street Journal*, *Business Week*, *The New York Times*, *The Boston Globe*, or *The Economist* in order to be well-informed about current events.

Prerequisites: Principles of microeconomics

Success in this four-credit course is based on the expectation that students will spend a minimum of 9 hours of study time per week in preparation for class (readings, papers, discussion sections, preparation for exams, etc.)

Learning Objectives

- Analyze practical economic questions like consumer choice, firm pricing and supply decisions, and the effect of market structure
- Identify underlying issues and problems in real world situations and apply microeconomic framework to distill and analyze them
- Critically evaluate media and policy analyses regarding economic problems and events

Course Requirements

Problem Sets (15%) There will be 3 problem sets throughout the semester, posted on LATTE. Problem sets are due in class on due dates listed below. **Always show your work when you submit solutions.** You are welcome (even encouraged) to work on them together. BUT: even if you work with others, you **must** write up the solutions on your own, using your own words and understanding! Copied solutions are a form of academic dishonesty and subject to disciplinary action.

Case Studies (20%) Case studies will be team-based. Students will be assigned to four person teams for case study projects. The teams are expected to apply the tools and methods of microeconomics to analyze the assigned cases and prepare a joint report. The length of the report should be between four to eight pages and its written text must be between 1500 to 2000 words. All members of each team will receive the same grade for the group component based on the quality of their joint report.

Quizzes (30%) There will three 40-minute, closed-book quizzes, held at the *beginning* of class on the dates below.

Final Exam (35%) There will be one cumulative, closed-book final exam. Do not make travel plans that conflict with the final exam. The final exam period is December 13-20 and I will announce the final exam date when it is set by the registrar.

Important Dates

Wednesday, September 26: Problem set 1 due in class

Wednesday, October 3: Quiz 1 in class

Wednesday, October 24: Problem set 2 due in class

Wednesday, October 31: Case Study 1 due on LATTE

Wednesday, November 7: Quiz 2 in class

Wednesday, November 14: Problem set 3 due in class

Wednesday, November 28: Quiz 3 in class

Monday, December 10: Case Study 2 due on LATTE

Resources

All course materials, including the syllabus, assignments, and solutions, will be posted on LATTE: <https://moodle2.brandeis.edu/>.

English Language Programs (ELP) offers a number of tutorials and workshops in both written and oral skills: <http://www.brandeis.edu/elp/>. These programs require a weekly commitment.

In addition, the Writing Center offers drop-in help with writing and grammar: <http://www.brandeis.edu/writingprogram/writingcenter/index.html>

Course Policies

Correspondence

I will generally respond to email within 24 hours. Please keep this in mind, particularly before assignment due dates. For involved questions that require more than a couple of email exchanges, I encourage you to drop by office hours.

Lateness and Absences

You are expected to attend class *on time*. Coming in late is disrespectful to your classmates and me, and is disruptive to the learning environment.

You may turn in one *problem set* assignment up to one day late without penalty *by email as a single PDF file*. Otherwise, late assignments will be penalized by 20 points for one day late, and an additional 30 points for two days late. **Without exception, problem sets will not be accepted more than two days late.**

Case studies will not be accepted late for any reason.

If, for a legitimate and documented reason, you know that you will be unable to take a quiz on the scheduled time/date, you must let me know as soon as possible and I will arrange for you to take the quiz **before** the scheduled date. If you are unable to take the quiz then, you will not take that exam and I will reweight your final exam to account for it.

Accommodations

If you are a student with a documented disability on record at Brandeis University and wish to have a reasonable accommodation made for you in this class, please see me immediately.

Academic Dishonesty

Simple and obvious: Do not plagiarize or cheat. You are expected to be honest in all of your academic work. Please consult Brandeis University [Rights and Responsibilities](#) for all policies and procedures related to academic integrity. Students may be required to submit work to TurnItIn.com software to verify originality. Allegations of alleged academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university. Citation and research assistance can be found at [LTS - Library guides](#).

Schedule and Reading List

This schedule and reading list may change as the semester progresses; any changes will be mentioned in class and posted on the course website. You are expected to complete the assigned readings before their corresponding dates.

The textbook for this course is:

Baye, Michael and Prince, Jeff. 2016. *Managerial Economics & Business Strategy*, 9th Edition, New York, NY: McGraw-Hill/Irwin.

Note that you can use an earlier version of the textbook, but chapter numbers in the schedule below correspond with the 9th edition.

Week of August 27 – Introduction and Calculus Review (Ch. 1, 2)

Week of September 3 – Quantitative Demand Analysis (Ch. 3)

NO CLASS – Monday, September 3

Class on Thursday, September 6

Week of September 10 – Theory of Individual Behavior (Ch. 4)

NO CLASS – Monday, September 10

Week of September 17 – Theory of Individual Behavior (Ch. 4)

NO CLASS – Wednesday, September 19

Week of September 24 – Theory of Individual Behavior (Ch. 4), Production Process and Costs (Ch. 5)

Week of October 1 – Monopolistic Competition (Chapter 8)

NO CLASS – Monday, October 1

Quiz 1 - Wednesday, October 3

Week of October 8 – Oligopoly (Chapter 9)

NO CLASS – Wednesday, October 11

Week of October 15 – Oligopoly (Chapter 9), Game Theory (Chapter 10)

Week of October 22 – Game Theory (Chapter 10)

Week of October 29 – Game Theory (Chapter 10)

Week of November 5 – Pricing Strategies for Firms with Market Power (Chapter 11)

Quiz 2 – Wednesday, November 7

Week of November 12 – Pricing Strategies for Firms with Market Power (Chapter 11)

Week of November 19 – Pricing Strategies for Firms with Market Power (Chapter 11)

NO CLASS – Wednesday, November 21

Week of November 26 – Economics of Information (Chapter 12)

Quiz 3 – Wednesday, November 28

Week of December 3 – Economics of Information (Chapter 12)

Week of December 10 – Economics of Information (Chapter 12)