2012

ECON 600-01 Managerial Economics

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Course Description

This course provides an overview of basic economic theory applied to the firm. The core material of this course is motivated through two basic tasks facing a firm: creating value and capturing value. In the first part of the course, we will discuss the issues related to creating and capturing value: demand, production, costs, market structures, economics of strategy, and pricing strategies. In the second part of the course, we focus on issues related to the organizational architecture of a firm: identifying and resolving incentive conflicts, hiring and retaining workers, and devising appropriate incentives through compensation.

Required Text


WCB Mission Statement

“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”
Grading Policy

The final grade will be determined on the basis of several assignments (in-class or homework), a mid-term exam, and a final exam. The dates for the mid-term exam and the final exam as well as a list of the reading assignments appears in the ‘Reading Schedule’ section below. The following weights will be applied to each category:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem Sets</td>
<td>25%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>35%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
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</tbody>
</table>

The cumulative final letter grade will be based on the following scale:

- A $\geq 93$
- 93$ > A- $\geq 90$
- 90$ > B+ $\geq 87$
- 87$ > B $\geq 83$
- 83$ > B- $\geq 80$
- 80$ > C+ $\geq 77$
- 77$ > C $\geq 73$
- 73$ > C- $\geq 70$
- 70$ > F

We will follow the assigned text closely, though not necessarily in the order presented in the text. I have included a guide I will supplement some topics will additional material. I have included a guide of the course readings in the ‘Reading Schedule’ section below. I will also assign weekly assignments that will aid your understanding of the concepts discussed in class.

You are welcome to send me emails, my email address is sen@xavier.edu. Kindly include your full name and course number in all correspondence. I would be happy to see you in person during the assigned office hours or by appointment. If you have difficulty or concerns with this course, you may contact Professor Hema Krishnan (Phone: 745-3420, Email: krishnan@xavier.edu, Office: 117 Smith Hall), Associate Dean, Williams College of Business.
Reading Schedule

Week 1: August 20
Discuss Syllabus
Chapter 1: Introduction
Chapter 2: Economists’ View of Behaviour

Week 2: August 27
Chapter 2: Economists’ View of Behaviour (continued)
Review of Chapter 3: Markets, Organizations, and the Role of Knowledge

Week 3: September 3
No Class - Labour Day

Week 4: September 10
Review of Chapter 3: Markets, Organizations, and the Role of Knowledge (continued)
[Supplemental Reading: Chapter 4 and Chapter 5]

Week 5: September 17
Chapter 8: Economics of Strategy: Creating and Capturing Value

Week 6: September 24
Chapter 8: Economics of Strategy: Creating and Capturing Value (continued)

Week 7: October 1
Chapter 6: Market Structures [Monopoly and Monopolistic Competition]

Week 8: October 8
Chapter 6: Market Structures [Monopoly and Monopolistic Competition] (continued)
Review for the Mid-Term Exam

Week 9: October 15
Mid-Term Exam
Week 10: October 22
   Chapter 9: Economics of Strategy: Game Theory

Week 11: October 29
   Chapter 9: Economics of Strategy: Game Theory (continued)
   Chapter 6: Market Structures [Oligopoly]

Week 12: November 5
   Chapter 6: Market Structures (continued) [Oligopoly]

Week 13: November 12
   Chapter 7: Pricing With Market Power

Week 14: November 19
   Chapter 7: Pricing With Market Power (continued)

Week 15: November 26
   Chapter 11: Organizational Architecture
   Chapter 10: Incentive Conflicts and Contracts

Week 16: December 3
   Chapter 14: Attracting and Retaining Qualified Employees
   Chapter 15: Incentive Compensation
   Review of the Course with Concluding Comments
   Final Exam Review, and Course Evaluations

Week 17: December 10
   Final Exam (6:00pm - 8:30pm)