This course is designed as a component of the Xavier MBA core and complements other MBA core courses.

*Williams College of Business Mission Statement*

*We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.*

1. **Course Material**

   Supplementing Materials: Materials will be noted in class.

2. **Purpose of the course:**

   The overall objective of the course is to familiarize students with the central (micro)economic analysis for concepts such as demand, pricing strategies, profit, competition, and compensation strategies as well as their applications. It attempts to bridge the gap between the pure economic theory that intrigues many economists and the day-to-day decisions that managers must face; hence, prepares managers to become efficient decision makers. More specifically, students, upon completion of the course will be able to:

   - Understand basic human behavior (be happy).
   - Understand basic market mechanisms/structures.
   - Understand the tools and techniques that are used in economic/business analysis.
   - Understand demand analysis and cost-benefit analysis.
   - Understand value based pricing strategies.
   - Understand incentive structures and develop optimal strategy methods.

3. **Class Policies:**

   This course is designed for working professionals and would-be professionals. You are expected to behave accordingly. This means no rude behaviors in class such as reading newspapers or eating food (hamburgers, pizzas, etc). You are more than welcome to bring your source of caffeine such as coke or coffee.

4. **Attendance Policy:**
Attendance is very important. If you have a legitimate reason for an absence, please notify me in advance. Please note that a good portion of lecture materials will be chosen from sources other than the textbook, hence solely relying on the textbook is not enough to do well in this class. It also helps in the exams as materials discussed in class often makes in the exams.

5. Grading:
The course grade is based on:
   - Midterm exam: (40%) - 120 Minute exam
   - Final exam: (40%): Tentatively a take Home Exam
   - Weekly quiz: (20%): Drop the lowest score.

6. Exams:
All exams will consist of essay/problem solving questions.

   • Midterm exam: **Wednesday Oct 14**
   • Final exam: **Wednesday Nov 18**

7. Make-up exam/Quiz:
You must have a legitimate documented reason to request for make-up exams. It is best if you notify me prior to the exam dates.

*No make-up quiz will be given. Please do not ask!*

8. Academic Integrity:
I will not tolerate any sort of cheating or plagiarism whatsoever!
Tentative Course Schedule

I. What is Value Creation?

**Week 1  Sept 16**  
What is economics?  
Ch2: Utility Maximization and Optimal Decision Making

**Week 2  Sept 23**  
Ch 3: What is market? Basic Market Analysis-Supply and Demand Analysis  
Ch 8: Firms’ Objectives - Value Creation and Capturing Value

**Week 3  Sept 30**  

**Week 3  Oct 07**  

**Week 5 Oct 14**  
Midterm Exam: In class Exam

II. What is Value Capturing?

**Week 6 Oct 21**  
Profit Maximization under Perfect competition and Imperfect competition  
Ch 6: Market Structures and Competition

**Week 7 Oct 28**  
Pricing Strategy  
Ch 7: Simple Pricing – Single and Multiple Pricing  
Ch 7: Complex Pricing – Price Discrimination

**Week 8 Nov 04**  
Pricing Strategy  
Ch 7: Complex Pricing – Price Discrimination  
Strategic Thinking  
Ch 9: Economics of Strategy – Intro to Game Theory

**Week 9 Nov 11**  
Ch 9: Economics of Strategy – Intro to Game Theory

**Week 10 Nov 18**  
Final Exam: In class Exam