

University of Massachusetts Amherst
Department of Resource Economics

ResEcon 428 Managerial Economics—Fall 2019
TuTh 2:30PM to 3:45PM
Stockbridge Hall Room 124

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Office Hours: TBD

Course Objective:

The purpose of this course is to show you how to connect the courses that you've taken in this major and apply the economic way of thinking in business decision making.

Prerequisites:

Intermediate microeconomics (Res Ec 202 or Econ 203); introductory statistics (Res Ec 212); intermediate statistics with an emphasis on regression (Res Ec 313); financial analysis for consumers and firms (Res Ec 314 or ACCOUNTG 221 or FINOPTMGT/FINANCE 301)

Required material:

- CONNECT learning system is required. CONNECT is an online learning system that contains all assignments for this course (ebook, homework, etc).
- Access to Analysis ToolPak in Excel. You may use any campus lab computer for your access. The instruction to install Analysis ToolPak can be found here: <https://support.office.com/en-us/article/Load-the-Analysis-ToolPak-in-Excel-6a63e598-cd6d-42e3-9317-6b40ba1a66b4#OfficeVersion=Mac>

Optional material:

1. If you prefer to own a physical copy of the textbook, you may buy it at a discounted price (\$40) from the publisher. Here is the link to the offer for a looseleaf version:
Christopher Thomas and Charles Maurice, Managerial Economics: Foundations of Business Analysis and Strategy, 12th Edition, ISBN: 9780078021909
<http://shop.mheducation.com/mhshop/store/UMASSAMH/productDetails?isbn=1260423964>
2. Basic calculator: Once in a while you will need a calculator in class. Only basic calculators (no graphing or text storing calculators) will be allowed during exams.

Grades:

Grades will be calculated according to the following percentages:

	Percentage	When
Online MC Homework	25% (lowest one dropped)	Assigned nearly every week
Case Study Assignments	25%	5 assignments in total
Midterm	25%	TBD
Final	25%	Dec. 18, 3:30PM to 5:30PM
Total	100%	

I will use the following grading-scale:

- **A** : 94 – 100; **A-** : 90 – 93
- **B+** : 88 – 89; **B** : 84 – 87; **B-** : 80 – 83
- **C+** : 78 – 79; **C** : 74 – 77; **C-** : 70 – 73
- **D+** : 68 – 69; **D** : 64 – 67; **D-** : 60 – 63
- **F** : < 60

I encourage feedback throughout the semester to make sure my goals and your expectations are being met. I will distribute evaluations mid-semester.

Attendance

- While I do not have a formal attendance policy, I highly recommend attending all classes. This will help you stay current on the course materials. I will also heavily borrow from lecture materials for the exams.

Notes on the LearnSmart

- For the best learning result, **you should read the textbook material prior to the lecture.** LearnSmart is an integrated ebook system that emphasizes adaptive reading and assessment.

Notes on the Online Multiple Choice Homework

- Homework is turned in using CONNECT.
- You are allowed two attempts for each question.
- I will drop the two lowest homework scores. Please use your drops wisely. There will be no make-up homework once you used your drops.
- If having trouble registering or accessing Connect, please contact **McGraw-Hill's Customer Support** for the fastest help. Live chat, email, and phone support are available almost every hour of the day. Website: www.mhhe.com/support | Phone: (800) 331-5094 | Hours (EST) Sunday: 12 PM - 12 AM Monday - Thursday: 24 hours Friday: 12 AM - 9 PM Saturday: 10 AM - 8 PM
- The Connect website states when each homework assignment is due. If I deviate from these dates, I will make an announcement in class. Otherwise, these dates will be firm.

Notes on Case Study Assignments

- Case study can be submitted either as a team or by individual. A team should have no more than 3 members.
- The case study submission will be graded based on a rubric that evaluates content, writing quality and format.

Note on the Exams

- Midterm will be held during class time (date TBD).
- Final exam will be held on Wednesday December 18, starting at 3:30PM (<https://www.umass.edu/registrar/fall-final-exam-matrix>). Final is comprehensive.
- There will be no make-up tests given for the midterms and final, except under extenuating circumstances as defined in section VIII of the Academic Regulations available at <https://www.umass.edu/registrar/students/policies-and-practices/academic-regulations>.
- Academic Conflict with Exams
I will provide a make-up exam only to eligible students according to the university rules. These rules apply to students for whom exams conflict with another exam or class. Please have the Registrar's Office verify the conflict and bring me this verification at least one week before the exam.

Exam Protocol

- Both midterm and final are closed book tests.
- Bring pen, pencil, eraser, straight edge, basic calculator, and **your student ID.**
- No talking is allowed during exams.
- Anyone not in compliance with the exam protocol will be asked to leave.

Communication Channel:

I make class announcements (assignment due date, exam time and location, class cancellation, etc) using Moodle throughout the semester. It is your responsibility to make sure that your account is activated and that you check it regularly.

Accommodation Statement

The University of Massachusetts Amherst is committed to providing an equal educational opportunity for all students. If you have a documented physical, psychological, or learning disability on file with Disability Services (DS), you may be eligible for reasonable academic accommodations to help you succeed in this course. If you have a documented disability that requires an accommodation, please notify me within the first two weeks of the semester so that we may make appropriate arrangements.

Academic Honesty Statement

Since the integrity of the academic enterprise of any institution of higher education requires honesty in scholarship and research, academic honesty is required of all students at the University of Massachusetts Amherst. Academic dishonesty is prohibited in all programs of the University. Academic dishonesty includes but is not limited to: cheating, fabrication, plagiarism, and facilitating dishonesty. Appropriate sanctions may be imposed on any student who has committed an act of academic dishonesty. Instructors should take reasonable steps to address academic misconduct. Any person who has reason to believe that a student has committed

academic dishonesty should bring such information to the attention of the appropriate course instructor as soon as possible. Instances of academic dishonesty not related to a specific course should be brought to the attention of the appropriate department Head or Chair. Since students are expected to be familiar with this policy and the commonly accepted standards of academic integrity, ignorance of such standards is not normally sufficient evidence of lack of intent (http://www.umass.edu/dean_students/codeofconduct/acadhonesty/).

Class Outline:

I would like to cover the topics presented below. Some changes to this schedule may occur throughout the semester depending how far we get on various topics. A more detailed outline of topics can be seen on Connect.

Week 1 (9/3)

- **Intro and Syllabus; Chapter 1.**
- **Case Study 1 Assigned**

Week 2 (9/9)

- **Chapters 2 and 3: Demand/Supply/Market Equilibrium and Marginal Analysis**

Week 3 (9/16)

- **Chapter 4: Basic Estimation Techniques and Causal Analysis**
- **Case Study 2 Assigned**

Week 4 (9/23)

- **Chapters 5 and 6: Consumer Behavior and Elasticity**
- **Case Study 3 Assigned**

Week 5 (9/30)

- **Causal Analysis and Chapter 7 (Demand Estimation and Forecasting)**
- **Case Study 4 Assigned**

Week 6 (10/7)

- **Chapter 8: Production and Costs in the Short Run**

Week 7 (10/14)

- **Chapter 9: Production and Costs in the Long Run**
- **Midterm**

Week 8 (10/21)

- **Chapter 10: Production and Cost Estimation**
- **Case Study 5 Assigned**

Week 9 (10/28)

- **Chapter 11: Managerial Decisions in Competitive Markets**

Week 10 (11/4)

- **Chapter 12: Managerial Decisions for Firms with Market Power**

Week 11 (11/11)

- **Chapter 13: Strategic Decision Making in Oligopoly Markets**

Week 12 (11/18)

- **Chapter 14: Advanced Pricing Techniques**
- **Chapter 15: Risk and Uncertainty**

Week 13 (11/25): Thanksgiving Break

Week 14 (12/2)

- **Chapter 16: Government Regulation**
- **Review**

Week 15 (12/9)

- **Review**