

**San José State University**  
**Social Sciences/Economics**  
**ECON 106, Managerial Economics, Section 1, Fall, 2022**

**Course and Contact Information**

Instructor:	Dr. Sanchita Mukherjee
Office Location:	DMH 214
Email:	<a href="mailto:sanchita.mukherjee@sjsu.edu">sanchita.mukherjee@sjsu.edu</a>
Office Hours:	Wednesdays 10:30am-11:30am (PST) via Zoom and/or by appointment
Office Hour Zoom Link:	<a href="https://sjsu.zoom.us/j/81193499014">https://sjsu.zoom.us/j/81193499014</a>
Class Days/Time:	TuTh 10:30AM - 11:45AM
Classroom:	Dudley Moorhead Hall 161
Prerequisites:	ECON 1B

**Course Description (Required)**

The actions and reactions of business firms and consumers in a variety of market environments, emphasizing their strategies for optimization. Applications of economic analysis to practical problems in the private and public sector. Demand and cost analysis, market structure, statistical estimation, and forecasting; case studies.

**Course and Program Learning Objectives (CLOs and PLOs)**

To develop and apply knowledge and understanding of how organizations function in the public and private sector. This course fits into the following Department of Economics program learning objectives (PLO).

PLO 1: Microeconomics

PLO 4: Specialist Area (Policy Economics, Finance, Data Analysis)

PLO 5: Communication

Upon successful completion of this course, students will be able to:

CLO 1: Explain the relationship and relevance of separate kinds of costs in decision making.

CLO 2: Explain how managers estimate demand and supply relationships and apply those estimates in common business contexts.

CLO 3: Apply economic analysis to pricing strategy issues and understand the broader socioeconomic context of pricing decisions.

CLO 4: Explain the reasons for the emergence of the firm, the factors that limit the size of the firm, and how the principal-agent problem affects firm performance.

CLO 5: Understand and explain the different rationales for, and contexts in which political authorities may intervene in markets and their intended and unintended impacts on business decisions.

CLO 6: Better understand and explain the broader institutional context in which entrepreneurs create value, business firms operate, and policymakers' impact economic outcomes.

## Required Texts/Readings (Required)

### Textbook

Managerial Economics & Business Strategy by Michael R. Baye and Jeffrey T. Prince  
(Mcgraw-hill Series Economics) 10th Edition

ISBN10: 1260940543

ISBN13: 9781260940541

It is available at the bookstore and any of the online outlets (Amazon, for example). Older editions are fine. Used copies are fine.

## Course Requirements and Assignments (Required)

### 1) Five Quizzes (40% of your grade, 8% each):

Quizzes will be announced and posted on Canvas. I will give you a total of 6 quizzes, the lowest score will be dropped. Top 5 scores will count to your grade. The quiz is meant to assess your understanding of the lecture material. Quizzes are not timed, and you have 2 attempts on each quiz. The higher score will count towards your grade. Late quizzes will receive no credit.

### 2) Two Excel Assignments (10% of your grade, 5% each)

There are two Excel assignments will help you learn about Spreadsheets. Spreadsheet skills allow you to organize, calculate, graph, and analyze data. They will be announced in class and on Canvas.

SOFTWARE DEALS FOR STUDENT: <https://ischool.sjsu.edu/post/microsoft-office>

### 3) Four Short Answer-type Questions (20% of your grade, 5% each)

The questions will cover topics discussed in class. They will be posted on Canvas and we will discuss them in class. Then you will have to write and submit your answer on Canvas.

### 4) Three Exams (30% of your grade, 10% each):

There are 2 online Midterm exams (20% total, 10% each) and 1 comprehensive Final exam (10% of your grade). All of these exams will be multiple choice problems. Please bring a half-page green scantron (882-E) and a calculator with you on the exam day. Please use a pencil (and NOT a pen) on your scantron. Also, please do not fold the scantron. The machine cannot read it if it's been folded.

## Grading Information (Required)

Your grade will be based upon:

Assignments	% of your grade	Due Dates
5 Quizzes (Total 6, drop the lowest)	40% total, 8% each	See Course Schedule below
2 Excel Assignments	10% total, 5% each	See Course Schedule below
4 Short answer Questions	20%, 5% each	See Course Schedule below
Midterm 1	10%	Thu, 9/29, 10:30-11:45AM at DMH 161
Midterm 2	10%	Thu, 11/3, 10:30-11:45AM at DMH 161
Final Exam	10%	Monday, December 12, 9:45 AM-12:00 PM at DMH 161

97-100 A+	93.0-96.9 A	90.0-92.9 A-
87.0-89.9 B+	83.0-86.9 B	80.0-82.9 B-
77.0-79.9 C+	73.0-76.9 C	70.0-72.9 C-
67.0-69.9 D+	63.0-66.9 D	60.0-62.9 D
Below 60 F		

You will find the Final Exam schedule for Fall 2022 at:  
<https://www.sjsu.edu/classes/final-exam-schedule/fall-2022.php>

### **Late Submission Policy:**

Due dates for every assignment are provided on the course syllabus and course schedule (and posted on Canvas). Unless otherwise stated, assignments are due on those days. However, I recognize that sometimes “life happens.” In these instances, you may use your allotted one flex day. These days allow you to submit an assignment up to one day late without penalty. You can use this day for any assignment and for any reason. You do not need to provide me with the reason: simply email me and tell me you would like to use your flex day.

Once you’ve exhausted your flex day, then point deductions will occur for any assignment submitted after the deadline. An assignment submitted 24 hours of the due date will only be eligible for 80% of the maximum number of points allotted. Assignments submitted more than 24 hours after the due date will not be accepted. If you experience extenuating circumstances (e.g., you are hospitalized) that prohibit you from submitting your assignments on time, please let me know. I will evaluate these instances on a case-by-case basis.

- **There will be no makeup exams. Please make your travel plans accordingly.**
- **Cheating on exams will result in an automatic F for the entire course.**
- **I do not offer extra credit work to an individual student.**

### **Online Classroom Protocol**

In consideration to your classmates and me, be on time, stay for the duration of the class and avoid any disruptive activities within the classroom (cell phones, side conversation, etc.)

### **University Policies (Required)**

#### **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

## Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course.

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the green sheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

## Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. [The Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity Policy S07-2 requires approval of instructors.

## Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the [Accessible Education Center \(AEC\)](http://www.sjsu.edu/aec) at <http://www.sjsu.edu/aec> to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

## ECON 106-01/ Managerial Economics, Fall 2022, Course Schedule

### Tentative Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/23	Introduction, Syllabus
1	8/25	Chapter 1: The Fundamentals of Managerial Economics <b>Quiz 1 due Friday 8/26</b>
2	8/30	Chapter 1: The Fundamentals of Managerial Economics
2	9/1	Chapter 1: Using a Spreadsheet, Regression Analysis <b>Excel Assignment 1 due Friday 9/2</b>
3	9/6	Chapter 2: Market Forces: Demand and Supply
3	9/8	Chapter 2: Market Forces: Demand and Supply <b>Short Answer Question 1 due Friday 9/9</b>
4	9/13	Chapter 2: Market Forces: Demand and Supply
4	9/15	Chapter 3: Quantitative Demand Analysis <b>Quiz 2 due Friday 9/16</b>
5	9/20	Chapter 3: Quantitative Demand Analysis
5	9/22	Chapter 3: Quantitative Demand Analysis <b>Short Answer Question 2 due Friday 9/23</b>
6	9/27	Midterm 1 Review
<b>6</b>	<b>9/29</b>	<b>Midterm 1 (at DMH 161, 10:30AM – 11:45AM) (Please bring a Scantron 882E half page green one, pencils and a calculator)</b>
7	10/4	Chapter 4: The Theory of Individual Behavior
7	10/6	Chapter 4: The Theory of Individual Behavior <b>Excel Assignment 2 due Friday 10/7</b>
8	10/11	Chapter 5: The Production Process and Costs
8	10/13	Chapter 5: The Production Process and Costs <b>Quiz 3 due Friday 10/14</b>
9	10/18	Chapter 5: The Production Process and Costs
9	10/20	Chapter 6: The Organization of the firm <b>Short Answer Question 3 due Friday 10/21</b>
10	10/25	Chapter 6: The Organization of the firm Chapter 7: The Nature of Industry
10	10/27	Chapter 7: The Nature of Industry <b>Quiz 4 due Friday 10/28</b>
11	11/1	Midterm 2 Review
<b>11</b>	<b>11/3</b>	<b>Midterm 2 (at DMH 161, 10:30AM – 11:45AM) (Please bring a Scantron 882E half page green one, pencils and a calculator)</b>
12	11/8	Chapter 8: Managing in Competitive, Monopolistic and Monopolistically Competitive Markets

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
12	11/10	Chapter 8: Managing in Competitive, Monopolistic and Monopolistically Competitive Markets <b>Quiz 5 due Friday 11/11</b>
13	11/15	Chapter 8: Managing in Competitive, Monopolistic and Monopolistically Competitive Markets
13	11/17	Chapter 9: Basic Oligopoly Models <b>Short Answer Question 4 due Friday 11/18</b>
14	11/22	Chapter 9: Basic Oligopoly Models <b>(Pre-recorded lecture uploaded on Canvas, no in-person lecture)</b>
14	11/24	Thanksgiving, no class
15	11/29	Chapter 10: Game Theory: Inside Oligopoly
15	12/1	Chapter 10: Game Theory: Inside Oligopoly <b>Quiz 6 due Friday 12/2</b>
<b>16</b>	<b>12/6</b>	<b>Final Exam Review</b>
<b>Final Exam</b>	<b>12/12</b>	<b>Monday, December 12, 9:45 AM-12:00 PM at DMH 161 (Please bring a Scantron 882E half page green one, pencils and a calculator)</b>