

**TEXAS A&M INTERNATIONAL UNIVERSITY
A.R. SANCHEZ, Jr. SCHOOL OF BUSINESS
DIVISION OF INTERNATIONAL BANKING AND FINANCE STUDIES**

**COURSE SYLLABUS
SUMMER I, 2011**

- Course:** *Managerial Economics (ECO 3320-301)*
- Instructor:** *Pablo Camacho, Ph. D.*
- Office Hours:** *WHTC 206D; (956) 326-2516; T - R 10:00 am – 11:00 am*
- E-mail:** *Best way to contact is by email through Angel, but may also contact at pcamacho@tamiu.edu*
- Other Contact:** *Students are encouraged to contact me through Facebook and Twitter, as well as participate in my blog. My webpage at www.tamiu.edu/~pcamacho/ contains the links to such social networks*
- Required Text:** *Froeb, Luke M. and Brian T. McCann, Managerial Economics: A Problem Solving Approach, Thomson - South-Western, 2nd edition.*
- Recommended:** *Textbook website and blog; power point slides; others will be announced in lecture.*
- Prerequisite:** *ECO 2301, ECO 2302, MATH 1324 and MATH 1325.*
- Course Description:** *Application of economic analysis for decision making in business; relationship between the firm, consumers and the marketplace; market structures, pricing policies, production possibilities and planning. (Catalog course description.)*
- Course Goals:** *This course's main goal is for students to be able to understand and apply Economics concepts to the decision-making within an organization; e.g., a firm. This course is an extension to Principles of Microeconomics (ECO 2302). Consumer behavior; firm behavior, production and costs; market structures; pricing; and decisions under uncertainty will be covered in detail and rigor. In addition, this course covers organizational design and case studies.*

Learning Outcomes/Objectives:

1. *Students will understand what a firm is and the factors that determine its behavior.*
2. *Students will understand how the industry market structure determines a firm's business decision-making; e.g., pricing decision.*
3. *Students will understand marginal analysis and its application in several real world problems.*
4. *Students will learn the importance of asymmetric information in business as well as specific cases where this problem is present.*

Grading Policy

Partial exams (3)	20 points each	A: $90 \leq$ points
Final (comprehensive)	20 points	B: $80 \leq$ points < 90
Assignments	20 points	C: $70 \leq$ points < 80
		D: $60 \leq$ points < 70
		F: $60 >$ points

Attendance Policy:

Class attendance is required. Students are responsible for any class work, assignments, announcements, or tests that they miss because of class absence or failure to check Angel.

Other course policies:

No Fault – No Make Up Policy: No make-up partial exam will be given. If one partial exam is missed, the grade on the comprehensive final exam will replace it. If a second or third partial exam is missed, the grade of that exam will be zero. Students who take all partial exams may use the grade on the comprehensive final exam to replace the lowest grade on a partial exam. No make-up final exam will be given, except under highly unusual circumstances (such as a documented medical emergency or the observance of a religious holyday).

No late assignment will be accepted. Assignments shall be turn in during the first ten minutes of the lecture when it is due. Assignments shall be typed using Microsoft Word (additional software may be used as it is appropriate, for instance, Microsoft Excel when the assignment involves graphing) so that every student will keep an electronic copy of the solved assignment. If a student expects not be able to turn in the assignment on time, he/she may email the file containing the assignment free of viruses before class and later turn in a hard copy of the assignment. All submitted assignments will be taken by the Instructor and graded, but only those that comply with the above guidelines will count towards the students' grade. Every student shall bring two hard copies of the assignment.

Classroom Behavior

The A.R. Sanchez, Jr. School of Business encourages classroom discussion and academic debate as an essential intellectual activity. It is essential that students learn to express and defend their beliefs, but it is also essential that they learn to listen and respond respectfully to others whose beliefs they may not share. ARSSB will always tolerate diverse, unorthodox, and unpopular points of view, but it will not tolerate condescending or insulting remarks. When students verbally abuse or ridicule and intimidate others whose views they do not agree with, they subvert the free exchange of ideas that should characterize a university classroom. If their actions are deemed by the professor to be disruptive, they will be subject to appropriate disciplinary action, which may include being involuntarily withdrawn from the class. Major disruptive behavior will be penalized, after one warning per semester, by subtracting points from the overall final grade of the disruptive student in progressively larger 5-points (e.g., minus 5 points for the first offense; minus 10 points for the second offense, etc.). You will be given clear warning when your behavior is becoming disruptive.

Copyright Restrictions

The Copyright Act of 1976 grants to copyright owners the exclusive right to reproduce their works and distribute copies of their work. Works that receive copyright protection include published works such as a textbook. Copying a textbook without permission from the owner of the copyright may constitute copyright infringement. Civil and criminal penalties may be assessed for copyright infringement. Civil penalties include damages up to \$100,000; criminal penalties include a fine up to \$250,000 and imprisonment.

Copyright laws do allow students and professors to make photocopies of copyrighted materials, but you may copy a limited portion of a work, such an article from a journal or a chapter from a book for your own personal academic use or, in the case of a professor, for personal, limited classroom use. In general, the extent of your copying should not suggest that the purpose or the effect of your copying is to avoid paying for the materials. And, of course, you may not sell these copies for a profit. Thus, students who copy textbooks to avoid buying them or professors who provide photocopies of textbooks to enable students to save money are violating the law.

Plagiarism and Cheating

Plagiarism is the presentation of someone else's work as one's own. Recently, the Internet has complicated the picture. Getting something from the Internet and presenting it as one's own is still plagiarism. Copying another student's paper or a portion of the paper - is usually called "copying". Neither plagiarism nor copying will be tolerated. Should a faculty member discover that a student has committed plagiarism, the students will receive a grade of 'F' in that course and the matter may, if necessary, be referred to the TAMIU Honor Council for possible disciplinary action.

Students with Disabilities

Texas A&M International University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal education opportunity. It is the student's responsibility to register with the Disabilities Services Coordinator located in the Student Counseling Center and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

Safety and Security- You are the Difference

Your safety and security are of prime concern here at Texas A&M International University, and the University police department work hard to ensure the campus is a safe place to live, learn, work and play. TAMIU is not, however, exempt from crime. To be safe and secure, you must take common sense precautions. Be alert and aware of those around you; look out for the safety of others. Do not leave valuables unattended; do not attempt to touch or interfere with our wildlife.

Student Responsibility For Dropping a Course

It is the responsibility of the STUDENT to drop the course before the drop date. Faculty are not responsible for dropping students who suspend class attendance.

Final Examination

The University requires all final Examinations be comprehensive and be given on the day specified.

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES TO THIS SYLLABUS AS NEEDED AND WITH NOTIFICATION TO STUDENTS

Course Calendar:

Mon	June 6	Course overview
Tue	June 7	Ch 1: Introduction; Ch 2: The Lesson One of Business
Wed	June 8	Ch 3: Benefits, Costs, and Decisions; Ch 4: Extent (How Much) Decisions
Thu	June 9	Ch 5: Investment Decisions / Homework solving
Mon	June 13	Test 1: Chs 1, 2, 3, 4, 5
Tue	June 14	Ch 6: Simple Pricing; Ch. 7: Economies of Scale and Scope
Wed	June 15	Ch 8: Understanding Markets; Ch 9: Relationship between Industries
Thu	June 16	Ch 10: Strategy / Homework solving
Mon	June 20	Test 2: Chs 6, 7, 8, 9, 10
Tue	June 21	Ch 11: Using Supply and Demand; Ch 12: More Realistic and Complex Pricing
Wed	June 22	Ch 13: Direct Pricing Discrimination; Ch 14: Indirect Pricing Discrimination
Thu	June 23	Ch 15: Strategic Games / Homework solving
Mon	June 27	Test 3: Chs 11, 12, 13, 14, 15
Tue	June 28	Ch 16: Bargaining; Ch. 17 Making Decisions with Uncertainty
Wed	June 29	Ch 18: Auctions; Ch 19: The Problem of Adverse Selection
Thu	June 30	Ch 20: The Problem of Moral Hazard / Homework solving
Mon	July 4	No Class
Tue	July 5	Ch 21: Getting Employees to Work...; Ch. 22: Getting Divisions to Work...
Wed	July 6	Ch 23: Managing Vertical Relationships; Ch 24: You Be the Consultant
Thu	July 7	Review

Homework Sets.

Hk #1	Due June 9	Individual Problems: 2-2, 3-5, 4-2, 4-3
Hk #2	Due June 16	Individual Problems: 5-2, 6-5, 7-5, 8-1, 9-2
Hk #3	Due June 22	Individual Problems: 11-4, 12-3, 14-2, 14-4
Hk #4	Due June 30	Individual Problems: 15-3, 16-4, 17-4, 18-4, 19-3

Individual Problems appear at the end on each chapter.

Note: The first digit refers to the chapter number; 2-2 refers appears at the end of chapter 2.