

## Syllabus

### **Microeconomic Analysis**

**FIN 60210**

Fall 2018

University of Notre Dame

Mendoza School of Business

**Instructor:** Jason Reed, PhD

**Class Meets:** October 22<sup>nd</sup> - December 5<sup>th</sup> M//W Sect. 1: 8:00am-09:50am and Sect. 2: 10:00am-11:50am

**Office:** 232 Mendoza College of Business

**Office Hours:** M/T/W/Th 12:30-2:30am and by Appointment on Fridays. *Check the Google Calendar link in Sakai for available times.*

**Email:** [jreed11@nd.edu](mailto:jreed11@nd.edu)

### **Course Description:**

As are most microeconomic classes, Managerial Economics, is often a very demanding course which emphasizes the relationship between theory and practice. This class will look at a sample of core microeconomic concepts, hopefully building on the foundation of knowledge you already have. We will use some mathematical tools to better understand the theoretical components of each topic but also use real world applications to understand how to use these tools. This class will focus on five areas of thought:

- I. Demand, Elasticity, and Utility Maximization
- II. Supply, Production, and Costs
- III. Markets and Perfect Competition
- IV. Monopolies and Pricing Strategies
- V. Strategic Interactions

### **Learning Goals**

After you have left this course, students should expect to have cultivated a specific set of tools which can be used in a myriad of ways.

- Students can adapt mathematical and statistical tools to assess problems they will face again in the classroom or the workplace

- Students can recognize the link between organizational structures and objectives of the firm and the theoretical rational behind decision making
- Students can construct meaningful, impactful insights regarding the decisions and practices of firms

Students in my class have expressed that the foundation we have built has helped them to prepare for the remainder of their MBA as well as for internships and interviews.

## **Text and Materials:**

There is no text that I draw from but there are a few recommended texts that should give you a complementary viewpoint to the material we lecture on in class:

*Managerial Economics: Applications, Strategy, and Tactics*, Any Edition, ISBN: 978-1-305-50638-1, McGuigan, Moyer, and Harris (Cengage Learning)

*Microeconomics for MBAs*, Second Edition, ISBN: 978-0-521-19147-0, Richard B. McKenzie and Dwight R. Lee (Cambridge University Press)

*The Instant Economist*, Any Edition, ISBN: 978-0-452-29752-4, Taylor (A Plume Book)

For an additional resource, I recommend obtaining a copy of any *Principles of Economics* textbook. One that is easy to obtain is from OpenStax: <https://openstax.org/subjects/social-sciences>

Moreover, I urge you to bring a wifi enabled device to class as we will be performing some experiments.

## ***Piazza Messaging***

Piazza messaging is a web-based real time messaging service that is integrated with Sakai, as well as, with android and ios.

<https://piazza.com/>

[Piazza on Google Play Store](#)

[Piazza on Apple App Store](#)

We will be using this to help answer questions throughout the Mod. TO sign up follow the following links

[Sign Up for Piazza using your ND email](#)

[Link for our course page on Piazza](#)

I'll be able to answer questions outside of office hours, students will be able to discuss problems and solutions and our teaching assistant will be able to provide help when I'm not available. Piazza is a great tool. Students generally liked the previous iterations of piazza that we've adopted.

## ***Panopto***

I will record each lecture using special lecture capture software called Panopto. Embedded in sakai, you will be able to access and rewatch each lecture. Within Panopto, you have the ability to simultaneously watch the PowerPoint slides and the black board. Moreover, you are able to dynamically search the video and slides for certain keywords.

## ***Video Recap***

After each lecture, I will produce a (approx.) 30 minute recap of our lecture. This resource is for those students who don't have time/ don't want to re-watch our Panopto lecture. It will really only highlight key points in the notes.

## **Attendance:**

Regular attendance is essential to the successful completion of this course. Attendance will regularly be taken and you are responsible for materials covered in class whether or not you have attended class. Unsatisfactory attendance may result in a grade reduction or a failing grade.

## ***Mobile Phones and Laptops***

I understand and encourage the use of electronic devices during the lecture as long as they are used for scholarship.

It has been shown that students who use pen and paper often retain more information than those using computers.

Moreover it has been shown that students who do not "multi-task" during lecture retain more information. Use class as it is intended and it will pay off when it comes to quizzes and tests.

Please spend class time, "in class". I've had students stream soccer matches, text, study for other classes, etc. but it is so important to be present and ready to learn in class.

## **Grading:**

A course grade will be assigned on the basis of individual student performance on:

Midterm Exam:	40%
Final Exam:	40%
Assignments:	15%
Attendance/Discussion:	05%

**Course Outline:** As of now, this is a tentative outline of topics and materials. We tend to overestimate the amount of material we are able to cover in a two week course. This roadmap should help us to understand what topics we are covering and when, but it is subject to revision. In the event we change an item, I will let the class know exactly what and why it happened.

Week	Dates	Class Coverage	Homework Assigned	Homework Due
1	October 22nd	Lesson 1: Demand, Elasticity, and Utility Maximization	PS 1	
	October 24th	Lesson 1: Demand, Elasticity, and Utility Maximization		
2	October 29th	Lesson 2: Supply, Production, and Costs	PS 2	PS 1
	October 31st	Lesson 2: Supply, Production, and Costs		
3	November 5th	Lesson 3: Markets and Perfect Competition	PS 3	PS 2
	November 7th	Lesson 3: Markets and Perfect Competition		
4	November 12th	Midterm - in 161 MCOB		PS 3*
	November 14th	Lesson 4: Monopolies and Pricing Strategies	PS 4	
5	November 19th	Lesson 4: Monopolies and Pricing Strategies		
	November 21st	Thanksgiving Break		
6	November 26th	Lesson 4: Monopolies and Pricing Strategies		
	November 28th	Lesson 5: Strategic Interactions	PS 5	
7	December 3rd	Lesson 5: Strategic Interactions		PS 4
	December 5th	Lesson 5: Strategic Interactions		
8	December 10th	Final - in 161 MCOB		PS 5*

Note: \* denotes PS that will be turned in but solutions will be distributed before the due date

## **Midterm Exam:**

The midterm will be on November 12th. It will be comprised of multiple choice questions and short answer questions. The first exam will cover topics from Lessons 1 - 3. Because of the technical nature of these examinations, students are only allowed to use simple calculators, exceptions can be made if you make prior arrangements. The exam will be completed without the aid of notes, textbook or any other material. The Mendoza College of Business Graduate Academic Code of Honor is in effect for these examinations.

## **Final Exam:**

The final exam will be on Monday, December 10th. Due to the nature of the material, the final will not exactly be comprehensive but will focus heavily on Lessons 4 – 5. The same qualifications apply to the final exam as they did on the midterm. We will talk more about this during the semester.

## **Assignments and Problems:**

There will be 5 assignments that you will have during the seven weeks class. No extensions will be given on the assignments, unless extreme circumstances develop. We will also be completing problems in class, from both the lecture slides as well as assignments. Practicing the techniques which we lecture on will help to develop your aptitude for taking the exams.

## **Honor Code:**

The Mendoza College of Business Graduate Academic Code of Honor is observed in this class. Violation of the code of honor consists of misrepresenting, in any way, anyone else's work as your own, any verbal or written misrepresentations to the instructor, any use of unauthorized external materials during quizzes and /or tests, or any collaborative effort on independent assignments. All members of the class have an equal and shared responsibility to enforce the code of ethics among their peers.

***I have the right to modify the contents of this syllabus as I see fit but will inform the class of any changes.***

One grey area which always comes up is handling group work when you are answering homework assignments. My suggestion is to work together but make sure you are writing out your own answers. In the past I've had students, who work together, write verbatim the same answers. That's unacceptable and is a violation of the Honor Code.

Another area where I've noticed issues is if we were to discuss homework in class prior to you turning in the assignment. Sometimes I will encourage you to have your homework out while I walk through the solution. In no way are you to change your answer or wait to fill in an answer until I give it to you. This is unacceptable and is a violation of the Honor Code.