

Course Syllabus

Econ 3251: Managerial Economics

Prerequisites	Math 1400 or 1500 <u>and</u> Econ 1000, Econ 1014, or ABM 1041
Times and Location	<i>Tuesday and Thursday 12:30-1:45</i> <i>Neff Hall 204</i>
Professor Contact Information	Dr. Rebecca Whitworth whitworthr@missouri.edu (573) 882-9925 Locust Street Building E003 *Office hours are by appointment only
Teaching Assistants	Avery Oehlschlager (aioqrz@mail.missouri.edu) Cade McKnelly (cwmf9h@mail.missouri.edu)
Canvas	courses.missouri.edu

Course Catalog Description:

Starting with basic economic concepts, such as price elasticity, price discrimination, and scale effects, students will gain insight into modern business strategy and be able to apply it in the real world. Questions that are explored include: Why are some firms and industries more profitable than others? What economic tools do managers use to help them increase market power and create barriers to entry? How do leading firms in the new information economy differ from successful firms of the past? What are the reasons for and consequences of increasing concentration in many industries? Has antitrust law been effective?

Course Objectives

This course provides a grounding in microeconomic theory to help you make decisions as a manager. We will be combining microeconomic theory in order to understand how and why individuals and firms make their decisions. Topics covered include consumer theory, the theory of the firm, bargaining and market power, pricing strategies, insurance markets and the economics of information.

At the end of the course, I hope that

1. You are able to utilize economic theory to make more informed strategic decisions
2. You further develop technical skills and intuition used in microeconomic analysis
3. You discover areas of study that interest you and provide a basis for future paths
4. You are able to engage in informed discussions about human behavior and its impact on the business environment.
5. You further develop your technical skills and intuition used in decision making analysis
6. You discover areas of study that interest you and provide a basis for future paths

Prerequisites

We will utilize technical skills throughout this course. As such, it's strongly advised that you have both algebra and calculus to derive solutions to systems of equations. Although we will review the necessary math, both are strongly recommended.

Additionally, this class is about translating language and observed actions into mathematical sentences. Expect to spend time honing your skills. Any effort you spend here will benefit you both in this class and future endeavors.

Textbook, Materials, and Resources

Textbook: The textbook for this course is

Managerial Economics (5e) with MindTap

Luke Froeb

This course is part of the AutoAccess program designed to reduce the cost of course materials for students. You will be able to access the digital content for this course

through Canvas on the first day of class automatically. Your student account will be charged for the cost of the digital course materials. You will be sent an AutoAccess welcome email that will provide additional information on your AutoAccess courses. If you have questions, please call 573-882-7611 or email autoaccess@missouri.edu. Reference your welcome email for specific deadlines, including the opt-out date.

Do not opt out of AutoAccess for this text. Being able to link with the book is integral to completing this course. You may opt for a print edition upgrade for this book. If you study better with printed materials, I strongly recommend taking advantage of the upgrade.

Recommended Resource: *Naked Economics* by Charles Wheelan is recommended (though not required) for this course. This book will give background and real world examples to fill out course discussion.

Packback: We are utilizing Packback during this course.

How to Register on Packback: If you were on the original roster for this course, your account has already been created by Packback & added to the correct community!

1. Search your inbox for an email from help@packback.co with the subject line "Finish registration for Instructor Whitworth's course" - This may be hiding in spam, so search thoroughly!
2. Click "set account password" to get started! (If you already have a Packback account, just log in)
3. Once you're logged in, click "join a community". When this course's community appears, click "join community"
4. Enter the community & start asking questions!

Note, Packback is included in AutoAccess. If you are asked to provide payment information, contact help@packback.co instead and copy my on the email. Additional information (including what to do if you did not receive an email) is posted on Canvas.

Canvas: This course uses Canvas for communication, assignments, and material. Checking into Canvas daily will help you stay on top of course work. You must be able to log into Canvas. Please be sure that Canvas announcements are automatically sent to your email so you have the latest information.

Email: Please reach out via email if you have questions, comments, or concerns. *In order for us to respond, email needs to be sent from your university address (@mail.missouri.edu) with your question, problem, or difficulty clearly outlined. We cannot discuss grades via email, but am happy to discuss them in person. Be sure to include your course in the subject of the email. For example "Econ 3251: Question about consumer theory". **Do not use Canvas to send messages as those are not always delivered.***

University Technical Support (email and Canvas): If you are having technical difficulty with Canvas, please contact MU Tech Support at (573) 882-5000 or email techsupport@missouri.edu. I cannot help with substantive issues with Canvas.

Want Extra Help? If you find a topic challenging or come across a roadblock, reach out. Below are some of the many resources available to you;

- ⊘ Our office hours!
- ⊘ Use the course GroupMe through Campus Connect
 - Note, you must have your campus email linked with GroupMe to join this group.
- ⊘ Email your questions...
 - Email Dr. Whitworth any questions over economics.
- ⊘ Work with your classmates. I strongly encourage study groups throughout this course.
- ⊘ Review the Panopto lecture recording for the topic in question
- ⊘ Review additional videos and material posted on Canvas
- ⊘ Khan Academy and YouTube can also provide short videos. Some more helpful than others.

Course Assignments, Schedule, and Grading Scheme

Course material is organized into weekly modules. Generally, weeks run Monday through the Friday for most material. Work is due on Sunday at 11:59pm (except Week 15). Work turned in after Sunday will be automatically given a 15% deduction until Monday at 11:59 pm., and a 30% deduction after that. For Week 15, work turned in after 11:59pm on Thursday will automatically receive a 15% deduction until Friday at 11:59pm. Then work will receive a 30% reduction. Work submitted after Sunday without prior approval will not be accepted. Any exceptions to this are posted on Canvas.

The following assignments are anticipated in this course:

- **Weekly Knowledge Check Canvas Quizlet:** a short weekly quiz in Canvas worth 20 points per week for 300 points
- **Bi-Weekly (every 2 weeks) Homework:** writing and technical homework assignments due every 2 weeks (in weeks 2, 4, 6, 8, 10, 12, and 14) worth roughly 50 points each (for 350 points total). The homework will give you real world experience with the concepts and build towards the final project.
- **Final Project:** assigned by Week 10 and due in Week 15 for 200 points.
- **Course Attendance via Packback:** Weekly class participation via Packback at 10 points per week for a total of 150 points. Questions are worth 4 points, responses are worth 3 each. Each week you must ask 1 original question and respond to 2 additional questions for full credit. Your posts must make the minimum Curiosity Score to receive full credit. Otherwise, they will receive partial credit.

Note: Due dates and assignments are subject to change at the discretion of the instructor or as the course requires. *Canvas due dates and assignments will always be accurate.*

Looking ahead, the course is very rarely curved and we do not round grades. Please plan your semester accordingly.

Econ 3251: Course Schedule

Week	Chapters	Topic	Assignment Due Date
Week 1: 8/23-8/26	1 and 2	Intro to Managerial Economics Quizlet 1 Packback	8/28
Week 2: 8/29-9/1	3 and 4	Decisions in Business Quizlet 2 Homework 1 Packback	9/4
Week 3: Tues 9/6-9/9	5	Investment Decisions Quizlet 3 Packback	9/11
Week 4: 9/12-9/16	6	Simple Pricing Quizlet 4 Homework 2 Packback	9/18
Week 5: 9/19-9/23	7 and 8	Economies of Scale and Scope and Industry Changes Quizlet 5 Packback	9/25
Week 6: 9/26-9/30	9 and 10	Market Structure and Strategy Quizlet 6 Homework 3 Packback	10/2
Week 7: 10/3-10/7	11	Foreign Exchange Quizlet 7 Packback	10/9
Week 8: 10/10-10/14	12 and 13	Complex Pricing and Price Discrimination Quizlet 8 Homework 4 Packback	10/16
Week 9: 10/17-10/21	14 and 15	Indirect Price Discrimination and Games Quizlet 9 Packback	10/23
Week 10: 10/24-10/28	15 and 16	Games and Bargaining Quizlet 10 Homework 5 Packback	10/30

Week 11: 10/31-11/4	17	Uncertainty Quizlet 11 Packback	11/6
Week 12: 11/7-11/11	18	Auctions Quizlet 12 Homework 6 Packback	11/13
Week 13: 11/14-11/18	19 and 20	Adverse Selection and Moral Hazard <i>Note, break begins on 11/18, but I am happy to accept work through 11/20 without penalty</i> Quizlet 13 Packback	11/20
Break Week			
Week 14: 11/28-12/2	21 and 22	Incentives Quizlet 14 Homework 7 Packback	12/4
Week 15: 12/5-Thurs 12/8	23	Vertical Relationships Quizlet 15 Final Project Packback	12/8
Finals Week: 12/12-12/16			

Course Grading Scheme: The standard undergraduate grading scheme will be used for this course. This has been entered into Canvas so you know your course grade at all times. For reference:

A+	97%-100%
A	93%-96.99%
A-	90%-92.99%
B+	87%-89.99%
B	83%-86.99%
B-	80%-82.99% and so on...

Note: Canvas often reverts to another undergraduate scheme. This is corrected before grades are uploaded to MyZou. Use the scale above to determine your letter grade for the semester.

Expectations

Feedback on Work: Feedback is an important tool for growth. All feedback will be provided via the Canvas Gradebook. Be sure to check your score (even if you received 100%) for feedback and pointers.

- Homework: Feedback on homework will be released the weekend after the Sunday deadline. Expect feedback on areas to review and explanations on questions missed.

A quick note on feedback – all feedback is our perspective on your work. Everyone will have a different perspective. Evaluate all feedback you receive and consider the points someone is making. Feedback isn't meant to be critical, but help you grow as a student and professional. Below are tips for understanding constructive criticism (paraphrased from the Muse: <https://www.themuse.com/advice/taking-constructive-criticism-like-a-champ>)

1. Stop your first reaction: It's natural to feel defensive if someone is giving constructive criticism. You have about a second to stop the defensive reaction. Experts suggest trying not to react at all.
2. Remember the benefits of getting feedback: feedback is given to improve skills, your product (as a student, this is your brand), and your relationships.
3. Listen for understanding: Allow your brain to incorporate the feedback, then consider what was said. Try rephrasing the feedback into your own words. If you aren't sure of the feedback, reach out and ask. A quick tip – it is easy for me to miss comments from you in the gradebook. It's best to email me directly about any questions.
4. Request time for follow-up and ask questions: if you are concerned about the feedback, reach out and get time on my calendar through Connect. I'm happy to talk through my observations and provide more guidance (as necessary).

Communication Policy: In a large class it can feel as if you are an island, but I promise, we all have questions from time to time. Here are some resources and ways to reach us:

- GroupMe: Check our **course group** and ask a question there. We monitor the discussion board daily (around 10am) to answer any lingering questions, but your classmates may be able to get back to you sooner. If you see a question in the discussion board and you know the answer, go ahead and answer it! Make sure you subscribe to the board to stay up to date on questions and responses. Please don't ask about personal issues, such as grades, on the class discussion board. This is simply for class communication, or for those seeking study partners.
- Email (whitworthr@missouri.edu): You are welcome to email any time with questions.
 - If you are asking a question over the course content or assignments, I will often record a video and post to the class. Expect an email back with directions for accessing the video after it is posted.
 - If you have a question over your grade or progress, expect a response within 24-48 hours. I check email around noon and at the end of the working day. If you do not see a response, assume that your email never made it to me and

resend it from your sent mail. You are not bothering me since I've never received it in the first place!

- **Office Hours:** We both use Connect to schedule office hours (this is the same system your advisor uses). Follow my Connect link (posted on *Welcome to Econ 1015!* on Canvas) to find a time that works with your schedule. A couple of quick notes:
 - You can reserve time from 15 minutes to an hour. If you are concerned about course progress, 15-30 minutes is generally sufficient. Plan on 45 minutes to an hour for questions over course content.
 - After you reserve a time, I will send a Zoom link and a reminder email. Expect to get the Zoom link the morning of your appointment. If you don't see a time that works for you, just drop me an email and we'll find a time that works for both of us.

University Policies and Procedures

Academic Integrity: Academic integrity is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards breaches of the academic integrity rules as extremely serious matters. Sanctions for such a breach may include academic sanctions from the instructor, including failing the course for any violation, to disciplinary sanctions ranging from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, collaboration, or any other form of cheating, consult the course instructor or the Office of Academic Integrity.

Students are expected to adhere to this honor pledge on all graded work whether or not they are explicitly asked in advance to do so: "I strive to uphold the University values of respect, responsibility, discovery, and excellence. On my honor, I pledge that I have neither given nor received unauthorized assistance on this work."

Accommodation of Disabilities: The goal of the University of Missouri is to ensure an inclusive learning environment for all students. The University of Missouri Disability Center provides services and accommodations for students to participate fully in the learning experience and to experience equitable evaluation of their performance. Students (including online students) with a documented disability can contact the Disability Center to establish an Accommodation Plan. Documented disabilities include hearing, vision, mobility, learning and attention, psychological health, and physical health. Students' accommodations are implemented with the input of students to maximize the learning experiences. The MU Disability Center keeps information about a student's disability confidential.

Please notify me of your eligibility for accommodations as soon as possible. Additionally, if there are aspects of the course that present as barriers, such as inaccessible course content (e.g., learning assessments, PowerPoints, non-captioned videos, images, tables, PDFs) or if

you need an immediate accommodation due to an injury, please contact me or the Disability Center as soon as possible.

Intellectual Pluralism: The University community welcomes intellectual diversity and respects student rights. Students who have questions or concerns regarding the atmosphere in this class (including respect for diverse opinions) may contact the departmental chair or divisional director, the Office of Academic Integrity, or the MU Equity Office.

Academic Inquiry, Course Discussion and Privacy: When students record something that happens in a course (a lecture, class discussions, meetings, etc.) it has an impact on the rights of the people captured in that recording. For example, the instructor and the University may have rights to the intellectual property contained in that recording. At the same time, another student who may have been recorded has the right to privacy. In order to protect these rights, MU employs a policy (called "Executive Order No. 38") to govern both situations you may encounter while taking a course – when an instructor allows recordings and when they do not.

Instructors should inform students which applies to their course:

- In this class, students may not make audio or video recordings of course activity, except students permitted to record as an accommodation under section 240.040 of the Collected Rules.
- In this class, students may make audio or video recordings of course activity unless specifically prohibited by the faculty member. However, the redistribution of audio or video recordings of statements or comments from the course to individuals who are not students in the course is prohibited without the express permission of the faculty member and of any students who are recorded.

If the instructor doesn't specifically prohibit recording course activity, then the students are allowed to record and the same prohibitions regarding distribution apply.

Students who violate this policy are subject to discipline in accordance with provisions of section [200.020](#) of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

FERPA: The Family Educational Rights and Privacy Act (FERPA) of 1974 is a federal law designed to protect the privacy of educational records; to establish the rights of students to inspect and review their education records; and to provide guidelines for the correction of inaccurate and misleading data through informal and formal hearings. The law applies to any individual who is or has been in attendance at an institution and regarding whom the institution maintains educational records. Once students have matriculated to the University

of Missouri, i.e. enrolled in course work, FERPA rights transfer to the student, regardless of the student's age.

Students can enable certain individuals to have access to their education records by signing a FERPA waiver. The consent must specify records to be disclosed, state the purpose of the disclosure and identify the party or class of parties to whom the disclosure must be made.

Non-Discrimination Policy: The University of Missouri does not discriminate on the basis of race, color, national origin, ancestry, religion, sex* (including gender), pregnancy, sexual orientation, gender identity, gender expression, age, disability, protected veteran status, and any other status protected by applicable state or federal law. Discrimination includes any form of unequal treatment such as denial of opportunities, harassment, and violence. *Sex discrimination includes rape, sexual assault, sexual harassment, unwanted touching, stalking, dating/domestic violence, stalking, and sexual exploitation. Retaliation for making or supporting a report of discrimination or harassment is also prohibited.

If you experience discrimination or sexual violence, you are encouraged (but not required) to report the incident to the MU Office for Civil Rights & Title IX. Learn more about your rights and options at civilrights.missouri.edu or call 573-882-3880. You also may make an anonymous report online.

If you are a survivor, or someone concerned about a survivor, and need immediate information on what to do, see RSVP Resources page. Both the Office for Civil Rights & Title IX and the RSVP Center can provide assistance to students who need help with academics, housing, or other issues.

In the event that you choose to write or speak about having experienced any of these forms of prohibited discrimination or harassment, Mizzou policies require that, as your instructor, I share this information with the MU Office for Civil Rights & Title IX. They will contact you to offer information about resources, as well as your rights and options as a member of our campus community.

Mental Health: The University of Missouri is committed to supporting student well-being through an integrated network of care, with a wide range of services to help students succeed. The MU Counseling Center offers professional mental health care, and can help you find the best approach to treatment based on your needs. Call to make an appointment at 573-882-6601. Any student in crisis may call or go to the MU Counseling Center between 8:00-5:00 M-F. After hours phone support is available at 573-882-6601.

Visit our website at <https://wellbeing.missouri.edu/> to take an online mental health screening, find out about workshops and resources that can help you thrive, or learn how to support a friend. Download Sanvello, a phone app that teaches skills and strategies to help you maintain good mental health. Log in with your Mizzou e-mail to unlock all the tools available through Sanvello at no additional cost to you.

Last Date of Attendance and Impact on Financial Aid: Federal regulations for financial aid require the student financial aid office to document the attendance of students who have received federal financial aid if they do not successfully complete any courses during the term. As a result, the last day of attendance (or activity) for any student receiving an F, U, or FN in this course will be recorded in the grade roster and reported to the financial aid office. Based on the last day of attendance, students may be required to repay a portion of their financial aid award for the semester.

A student's last day of attendance (or activity) is the last day on which a student participates in an academically-related activity at the University. These include:

- Attendance in class, lab, or an instructor's office hours
- The completion of an assignment or examination
- An appointment with a professor or e-mail correspondence regarding course material
- (Online courses only) For online courses, the last day a student submits an assignment or exam. Only logging into an online class without participating is not acceptable for last day of attendance

Please note that discussing a course withdrawal or notifying the instructor of an absence in class does not constitute participation for financial aid purposes. Moreover, any office hour visits or email correspondence must be related to the course material.

Netiquette: Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Our differences, some of which are outlined in the University's nondiscrimination statement, will add richness to this learning experience. Please consider that sarcasm and humor can be misconstrued in online interactions and generate unintended disruptions. Working as a community of learners, we can build a polite and respectful course ambiance.

Religious Holidays & Accommodations: Many religious faiths are represented in the student body. The University of Missouri does not restrict student free exercise of religion, unless 1) the restriction is in the form of a rule of general applicability, and does not discriminate against religion or among religions; and 2) it can be demonstrated that the application of the restriction is essential to furthering a compelling university interest, and is not unduly restrictive considering the relevant circumstance. The policy of the University attempts to strike a reasonable balance between accommodating the religious practice of students and meeting academic needs and standard.

Consult IDE's Guide to Religions for the form that can be used to notify an instructor of an absence associated with religious practice. Students are expected to notify their instructor(s) by completing and submitting this form in a manner that is consistent with the procedure outlined in the university's policy on student religious accommodation. Providing false

information regarding sincerely held religious practice is a violation of the university's Standard of Conduct and will not be tolerated.

Decreasing the Risk of Covid-19 in Classrooms and Labs: If you have tested positive for COVID-19 or have been identified as someone who needs to quarantine, do not attend class in person until the mandated period for isolation or quarantine has passed. Your instructor will work with you on arrangements to access class material while you are in isolation or quarantine.

Additionally, if you are experiencing any COVID-related symptoms, or are otherwise feeling unwell, do not attend in-person classes and contact your health care provider and/or student health immediately. COVID symptoms include: fever greater than 100.4 or chills; cough, shortness of breath or difficulty breathing; fatigue; unexplained muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; diarrhea.

Instructors or students with concerns about how a student is following any University-mandated COVID-19 policies and protocols should report those concerns to the Office of the Dean of Students. Concerns can be documented on a COVID Safety Measures Reporting Form.

Please note that sub-groups of students may have specific needs during COVID or online learning. One group is international students, who may be participating in class from their home countries and in different time zones. The instructor may be able to make reasonable accommodations to support the success of international students currently living in time zones that differ significantly from that of Columbia, MO. International students are expected to consult with their instructor about possible accommodations as soon as possible after the start of the course.

- [Info for Students & Families](#)
- [Info for Faculty](#)
- [Info for Staff](#)

Syllabus: This syllabus can change, at the discretion of the instructor, without notice. Changes will be announced and posted via the "Announcements" function on Canvas.