

ECON6350 _01V_ Module 1, UTRGV

Managerial Economics

SYLLABUS, SPRING 2021

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Office Hours on Fridays from 2.00PM to 4.00PM via Skype or Zoom, or by appointment.

Online Asynchronous Course: This Course will be delivered fully online. There will be no designated class meeting time for real-time instructor/student interaction, which gives you the flexibility to engage with the course materials as best fits your daily schedule. Your learning will be guided by the digital presentation of the course content (e.g., recorded lectures, presentations, outlines, notes) and scheduled assignments. Your instructors will provide you with feedback on assigned work, communicate with you electronically, and be available to meet as defined on this syllabus.

COVID-19 RESOURCES: Please visit the [UTRGV COVID-19 Website](https://www.utrgv.edu/coronavirus/index.htm) via the following link for the most up-to-date information and resources (<https://www.utrgv.edu/coronavirus/index.htm>). This includes information on self-screening questions, links to forms for travel and contact, etc.

Face Covering Protocol: As part of the university's ongoing COVID-19 mitigation efforts to maintain a healthy environment for all members of our campus community, anyone entering a campus building must wear a face covering that covers the mouth and nose. The covering must be worn in all hallways, public spaces, research labs, teaching/computer labs, libraries, classrooms, automobiles with a passenger, stairwells, elevators and common areas, as well as office spaces. In office spaces, when social distancing of 6 feet is possible and maintained, face coverings may be removed. Face coverings also are required in outdoor settings when safe social distancing and gathering practices are not possible.

Course Description: Managerial Economics should be thought of as applied microeconomics. Managerial Economics includes demand, production, cost, pricing, market structure, and government regulations. A strong understanding of the principles that govern the economic behavior of firms and individuals and the application of these principles produces better managerial decisions, higher profits, and an increase in the value of the firm.

Learning Objectives and Outcomes: The purpose of this course is to provide students with economic tools to solve problems and make decisions. The course will cover demand, supply, pricing strategies under different market structures. By the end of the course, the students will understand demand and the role it plays in production and pricing decisions. Also, they will grasp supply and firm costs. How to measure elasticity of these schedules, market equilibrium in perfectly competitive and monopolistic industries. Perhaps the most interesting part is the importance that pricing has for a firm with market power: from a single price per unit charged to all customers to personalized prices for each customer.

COBE learning goals: This course contributes to the following of College of Business and Entrepreneurship MBA learning goals:

- a) Show effective writing and oral skills at a level appropriate for Business Executives —writing skills alone shall be assessed by the means of 4 case studies (short essays).
- b) Apply analytical techniques and quantitative analysis for effective decision making in various functional areas — analytical and quantitative skills shall be assessed by the means of questions in homework, quizzes, and exams.

Material for the Course: The textbook for the course is *Pindyck/Rubinfeld: Microeconomics, 9/E Pearson*. We will also mandatorily use an online homework software “MyEcon Lab”, created and sold by Pearson. Please see a separate document I posted on Blackboard with the Instructions for Registration with MyEconLab (MEL). The (new) course ID is **course ID: quercioli52769**.

Finally, there are three options for the textbook and the software purchase. You can choose the one you like the most.

1. *Pin/Rub, Microeconomics 9e, Loose leaf textbook with MyEconLab access code*
2. *Pin/Rub, Microeconomics 9e, Hardcover textbook with MyEconLab access code*
3. *Pin/Rub, Microeconomics 9e, e-textbook with MyEconLab access code*

Software used in midterm exams: Your enrollment in this course requires that you use Respondus Lockdown Browser and Respondus Monitor for online assessment proctoring. LockDown Browser is a custom browser that locks down the testing environment within Blackboard and replaces regular browsers such as Chrome, Firefox, and Safari. Respondus Monitor requires you to have a webcam and microphone as it will record you while taking your assessment. **YOUR ACTIVITIES ARE RECORDED WHILE YOU ARE LOGGED INTO OR TAKING YOUR ASSESSMENT(S). THE RECORDINGS SERVE AS A PROCTOR AND WILL BE REVIEWED AND USED IN AN EFFORT TO MAINTAIN ACADEMIC INTEGRITY.** You can find more detailed information on Lockdown Browser and Monitor at UTRGV.edu/online.

GRADING POLICY:

Your grade will be based on online (MyEconLab) homework and quizzes (55% of the course grade), 2 online (Blackboard) midterm exams (10% of the course grade each), a Final Exam (10% of the course grade), and 3 case problems (5% of the course grade each).

All MyEconLab homework assignments and quizzes are posted under “Assignments” in MyEconLab. They are due at midnight of the Sunday of the week (excepts for the first one, where you have a bit more time).

All Case Problems, Midterm Exam with their instructions will be posted on Blackboard.

The Final Exam will be posted on MyEconLab.

The grading scale shall be:

A	90-100
B	80-89
C	70-79
D	60-69
F	59 and under

BLACKBOARD SUPPORT: If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology](#) (COLTT).

Campus:	Brownsville	Edinburg
Location:	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
Phone:	956-882-6792	956-665-5327

Toll Free: 1-866-654-4555

Office Hours: Monday - Friday, 7:30 a.m. - 6:00 p.m.

Support Tickets Submit a Support Case via our [Ask COLTT Portal](#)

24/7 Blackboard Support

Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.

ATTENDANCE: Since this is an Online Asynchronous course, attendance will be evaluated on the basis of completed assignments (Homework, Quizzes, and Exams). If you must be 'absent', i.e., miss an assignment's deadline, on account of participation in officially sponsored university activities, military service, the observance of a religious holy day, or a disability registered with our Student Accessibility Services, be sure to notify me in advance. All missed work must naturally be made up.

ABSENCE/SICK POLICY: If you are taken ill (and this is a possibility given the Pandemic), please inform me by email. Please ask a family member or friend to contact me in the event that you are unable to contact me yourself. We will then formulate a plan of action to enable your successful completion of the course. Please note that all my lectures are pre-recorded and may be found in Blackboard. My PowerPoint lecture notes may be found in Blackboard. All online homework and quizzes may be found in MyEconLab, and all online exams in Blackboard. If your illness implies missing an online assignment, I will be happy to extend its deadline.

ACADEMIC INTEGRITY: Members of the UTRGV community uphold the [Vaquero Honor Code](#)'s shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). **All violations of Academic Integrity will be reported to Student Rights and Responsibilities through [Vaqueros Report It](#).**

Course Content

Week 1 (Starting on Jan 13th):

- Introduction

Ch. 1 Pindyck/Rubinfeld.

Homework & Quiz Ch. 1. (due Jan 24th, 1159PM)

Week 2 (Starting on Jan 18th)

- Supply and Demand

Ch 2. Pindyck/Rubinfeld.

Homework & Quiz Ch. 2 (due Jan 24th, 1159PM)

Week 3 (Mon Jan 25th)

- Production

Ch. 6. Pindyck/Rubinfeld

Homework & Quiz Ch. 6 (due Jan 31st at 1159PM)

Case Problem 1, due Sunday Jan 31 by 11:59PM

Week 4 (Monday Feb.1st)

- The Cost of Production

Ch 7. Pindyck/Rubinfeld

Homework & Quiz Ch. 7 (due Feb 7h, at 1159PM)

Online Midterm Exam 1 (Chs. 1, 2, 6, 7), 7PM, Tue., Feb. 9th

Week 5 (Mon Feb 8th)

- Profit Maximization and Competitive Supply

Ch 8. Pindyck/Rubinfeld

Homework & Quiz Ch. 8 (due Feb 14th, at 1159PM)

Case Problem 2, due Sun, Feb 14th by 11:59PM

Week 6 (Mon Feb 15th):

- Market Power: Monopoly and Monopsony

Ch. 10. Pindyck/Rubinfeld

Homework & Quiz Ch. 10 (due Feb 21st, at 1159PM)

Case Problem 3 due Sun, Feb 21^s by 11:59PM

Week 7 (Starting on Mon Feb 22)

- Ch. 11: Pricing with Market Power
- Ch. 12: Monopolistic Competition and Oligopoly

Homework & Quiz Ch. 11 and 12. (due Feb 28th at 1159PM)

Online Midterm Exam 2 (Chs. 8, 10, 11, 12), 7PM, Mon., March. 1st

Final Exam (the whole course), 7PM, Wed., March 3rd

STUDENTS WITH DISABILITIES:

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information. In order for accommodation requests to be considered for approval, the student must apply using the *mySAS* portal located at www.utrgv.edu/mySAS and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

Pregnancy, Pregnancy-related, and Parenting Accommodations

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) should submit the request using the form found at <https://www.utrgv.edu/pregnancy> for review by **Student Accessibility Services**.

Student Accessibility Services:

Brownsville Campus: Student Accessibility Services is located in 1.107 in the Music and Learning Center building (BMSLC) and can be contacted by phone at (956) 882-7374 or via email at ability@utrgv.edu.

Edinburg Campus: Student Accessibility Services is located in 108 University Center (EUCTR) and can be contacted by phone at (956) 665-7005 or via email at ability@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD:

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about **February 24 – March 2, 2021**

SEXUAL MISCONDUCT and MANDATORY REPORTING:

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student’s time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

COURSE DROPS:

According to UTRGV policy, students may drop any class without penalty earning a grade of DR (drop) until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

STUDENT SERVICES:

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	Brownsville Campus	Edinburg Campus
Advising Center AcademicAdvising@utrgv.edu	BMAIN 1.400 (956) 665-7120	ESWKH 101A (956) 665-7120
Career Center CareerCenter@utrgv.edu	BINAB 1.105 (956) 882-5627	ESSBL 2.101 (956) 665-2243
Counseling Center Counseling@utrgv.edu Mental Health Counseling and Related Services List	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
Food Pantry FoodPantry@utrgv.edu	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
Learning Center LearningCenter@utrgv.edu	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
Writing Center WC@utrgv.edu	BUBLB 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

