The University of Oklahoma  
College of Continuing Education  
Advanced Programs – Course Syllabus

**Course Title:**  
Managerial Economics II

**Course Number:**  
ECON 5043-106

**Course Description:**  
The course emphasizes practical applications of microeconomic theory to business problems. The major topics to be covered include a review of market structure including pure competition, monopolistic competition, and monopoly; oligopoly and an introduction to game theory; pricing techniques and analysis; corporate governance and moral hazard; and long-term investment analysis. Real world examples and cases will be utilized to demonstrate the theoretical models developed in class.

**Class Dates, Location and Hours:**  
Dates: April 18-23, 2015  
Location: Building. D, Offutt AFB, Nebraska.  
Hours: Sat-Sun 8:30 a.m. - 5:00 p.m.; Mon-Thu 5:00 - 8:15 p.m.  
Last day to enroll or drop without penalty: March 20, 2015

**Site Director:**  
Tyane Williams. Phone: 402-291-8879 or 402-294-0649; DSN 271-0649; Fax: 402-291-5402; E-mail: apoffutt@ou.edu.

**Professor Contact Information:**  
Course Professor: Jane Clary, Ph.D.  
Mailing Address: School of Business  
College of Charleston  
Charleston, SC 29424  
Telephone Number: (843) 577-0030  
Fax Number: (843) 577-2720  
E-mail Address: claryj@cofc.edu  
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

**Textbook(s) and Instructional Materials:**  
Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK, and can be ordered online, by phone, by email, or by fax. Ordering online at www.oklahoma.bkstr.com is strongly recommended – students can track the status of their order within 48 hours. If an order has not been shipped within three days, students can contact the Follett textbook manager by phone (405) 325-3511, (800) 522-0772 (toll-free) or email 0831mgr@fheg.follett.com. Phone orders (ask for the textbook manager and identify yourself as an Advanced Programs student) can be placed 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; 10 a.m. to 4p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). Fax orders can be placed 24 hours a day at (405) 325-7770. Text prices are available online.

Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

**Course Objectives:**

The course will:

- Equip students with some of the quantitative techniques currently used in decision making and in the solution of business problems;
- Demonstrate the application of economic concepts and models to real-world problems;
- Use economic models, techniques, and concepts to analyze firm behavior;
- Introduce capital expenditure and budgeting processes.

**Course Outline:**

I. Review Pricing and Output Decisions: Pure Competition, Monopolistic Competition, Monopoly, Chapters 10 and 11

II. Pricing and Output Strategies, Oligopoly; Cartels, Price Leadership, Price Wars; Best Practice Tactics: Game Theory; Chapters 12 and 13

III. Contracting in Cooperative Games; Moral Hazard; Principal-Agent Model; Chapter 15

IV. Long-Term Investment Analysis: Capital Budgeting, Cost of Capital, Cost-Benefit Analysis; Chapter 17

**Assignments, Grading and Due Dates:**

Students should read and study the materials in the textbook before class. End-of-chapter problems and cases will be assigned to be worked and turned in for a grade. In addition, students should begin to identify a current real-world issue or situation in managerial economics that is of interest in order to prepare a case analysis for in-class presentation.

**End-of-Chapter Problems and Cases:**

Selected end-of-chapter problems and cases will be assigned. These problems/cases will be turned in at the specified time and will be graded. The grade attained on these assignments will determine **15% of the final grade** in the course.

**Written Cases Analysis:**

Each student will complete a written case analysis of a current real-world problem. The case study will include a rigorous analysis of the problem that uses the analytical tools learned in the course. The case study might include an analysis of a current topic based on articles from the *New York Times*, the *Wall Street Journal*, the *Financial Times*, or other approved sources. Students are encouraged to use *Google Scholar* to research academic articles. The case study will be due via e-mail to the professor one week after the completion of the class – **April 30, 2015**. The grade on the case study will determine **25% of the grade** in the class.

**Final Exam:**

The final exam will be given on-site at the end of the class. The final exam will include problems similar to the end-of-chapter problems and case analyses. The grade achieved on the final exam will determine **60% of the grade** in the course.

**Grading:**

This is a letter-graded course: A, B, C, D, or F.

**Notice:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Integrity and Student Conduct

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student’s academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc…in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc…; intimidation and interference with integrity process; and plagiarism. All students should review the Student’s Guide to Academic Integrity at http://integrity.ou.edu/students_guide.html

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at http://studentconduct.ou.edu/

Accommodation Statement

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA
Betsy Jane Clary

Education
- Ph.D., Economics, University of Mississippi, 1981
- Master of Science in Business Administration, Economics, Mississippi State University, 1972
- Bachelor of Science, Statistics and Data Processing, Mississippi State University, 1971

Current Positions
- Professor of Economics, College of Charleston
- Director, Honors Program in Business, College of Charleston
- Visiting Professor of Finance, EM Strasbourg, University of Strasbourg

Frequently Taught Advanced Programs Courses
- ECON 5043 Managerial Economics II

Major Areas of Teaching and Research Interest
- Monetary Theory and Policy
- Money and Financial Institutions
- History of Economic Thought
- Managerial Economics

Recent Representative Publications and Presentations
- Clary, Betsy Jane, “Social Values, Keynes, and International Monetary Institutions, under review, European Journal History of Economic Thought.
- Reckoning with markets: moral reflection in economics, by J Halteman and E. Noell, Erasmus Journal for Philosophy and Economics, Vol 6, Issue 1, Spring 2013

Representative Honors and Awards Received
- School of Business Teaching Award, College of Charleston, 2013
- Distinguished Service Award, Association for Social Economics, 2005
- Program Secretary, Association for Social Economics, 1999-present
- President, Association for Social Economics, 2010
- President, Southwestern Social Sciences Association, 2003-2004

Major Professional Affiliations
- Association for Social Economics
- European Society History of Economic Thought
- American Economic Association