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

Course Title: 
Managerial Economics II  

Course Number:  
ECON 5043-301  

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: January 26 – February 1, 2014  
Location: Hangar 2, Room 102, Hickam AFB, Hawaii.  
Hours: Sun 8:30 a.m.-4:30 p.m.; M-F 6:00-10:00 p.m.; Sat. 8:30 a.m. - 12:30 p.m.  
Last day to enroll or drop without penalty: December 28, 2013  

Site Director:  
Mary Keller. Assistant: Virginia Martin. Phone: 808-449-6364 (DSN & Commercial); Fax: 808-422-5509; E-mail: aphickam@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. Orders can be placed online at www.oklahoma.bkstr.com. Faxed orders may be placed 24 hours a day at (405) 325-7770. Representatives are available by phone at (405) 325-3511 or (800) 522-0772 (toll-free) or E-mail at 0831mgr@fheg.follett.com from 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; and 10 a.m. to 4p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). (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.

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.

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 – February 8, 2014. The grade on the case study will determine 25% of the grade in the class.

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. 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 Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

- cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement; assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the “Student’s Guide to Academic Integrity” found at http://www.ou.edu/provost/integrity

Accommodation Statement

The College of Continuing Education [Advanced Programs] is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your 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.

Copyright

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