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

Course Title:
Managerial Economics I

Course Number:
ECON 5033-101

Course Description:
This course is designed to give students a solid foundation in managerial economics and microeconomic theory that will benefit anyone interested in business, investing, or public policy. Topics to be covered include demand and supply, consumer choice, production and the theory of the firm, applications of the competitive, and monopoly models, and factor markets. We will discuss case studies and draw on many examples from public policy and current events.

Class Dates, Location and Hours:
Dates: February 14-16 & 21-23, 2014
Location: OCCE, Norman, Oklahoma. Classes are held at the Thurman White Forum Building of OCCE, 1704 Asp Avenue.
Hours: Fri 5:30-9:30 p.m., Sat 8:30-4:30 p.m.; Sun 1:00-5:00 p.m.
Last day to enroll or drop without penalty: January 16, 2014

Site Director:
Cathy Yeaman. Assistant: Kathie Nicoletti. Phone: 405-325-3333; Fax: 405-325-9148; email: apnorman@ou.edu

Professor Contact Information:
Course Professor: Aparna Mitra, Ph.D.
Mailing Address: University of Oklahoma
Department of Economics
729 Elm Avenue, Room 329
Norman, OK 73019
TelephoneNumber: (405)325-5859
FaxNumber: (405) 325-5842
E-mailAddress: amitra@ou.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. Fax 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 4 p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). (Text prices are available online.)

Optional Text:
2. Material posted on the OU Desire to Learn (D2L) system: Access D2L at http://learn.ou.edu enter your OU NetID (4+4) and password, and select course to access material. Please contact your local Site Director if you require assistance.

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:

This is a quantitative course and focuses on analytical skills. Hence, the students are expected to have a basic foundation in college algebra and calculus.

The class will analyze how consumers in the marketplace maximize their utility, how businesses and firms combine resources in production to maximize profits and how demand and supply determine the prices of goods and services. Different forms of market structures, such as purely competitive firms, monopolies and oligopolies and their impact on the well-being of society and consumers will also be analyzed. We will frequently discuss current issues and case studies related to the concepts of demand and supply, modes of production, different forms of market structures, and consumer behavior. I expect students to actively participate in these discussions.

Course Outline:

All readings should be completed prior to class.

Session 1
- Introduction to the course
- Format of the Term Paper
- Chapter 1: The Nature and Scope of Managerial Economics
- Chapter 2: Demand, Supply, and Market Equilibrium

Session II
- Chapter 4: Demand Theory
- Chapter 3: Optimization Techniques
- Chapters 7 & 8: Production and Costs

Session III
- Chapter 9: Market Structure
- Review and Quiz 1

Session IV
- Case Studies: Discussion
- Chapter 9 (continued): Perfect Competition, Monopoly, and Monopolistic Competition

Session V
- Chapters 10: Oligopoly
- Chapters 11: Game Theory

Chapters 12: Pricing Practices
- Chapter 13: Regulation and Antitrust

Session VI
- Review for Final Examination
- Final In-Class Examination
Assignments, Grading and Due Dates:

Problems will be assigned on D2L before class starts. I will cover the problems and answers in class, but please attempt to solve the problems before coming to class. We will devote at least 20-30 minutes each class to work on problem sets that have been assigned to you. You have to work problems to really understand the material in this course.

Post-Seminar Assignment:

A short paper (8-10 pages) focusing on a case study of any firm/industry in the U.S. or abroad should be completed within two weeks after the final class. Details will be discussed in class.

Grading:

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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Percent of Grade</th>
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</thead>
<tbody>
<tr>
<td>Mid-Term Exam</td>
<td>Sunday, Week 1</td>
<td>20 %</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Last Class</td>
<td>50%</td>
</tr>
<tr>
<td>Post-seminar assignment</td>
<td>Two Weeks After Last Class</td>
<td>30%</td>
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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 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.

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.

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
Aparna Mitra, Ph.D.

Education
Ph.D., Political Economy, University of Texas at Dallas

Current Positions
- Associate Professor of Economics, Department of Economics, University of Oklahoma
- Director, Advanced Program in Economics, Department of Economics, University of Oklahoma

Frequently Taught Advanced Programs Courses
- ECON 5990 Labor Economics
- ECON 5990 Discrimination in Labor Markets
- ECON 5033 Managerial Economics I
- ECON 5990 Poverty, Income Inequality, and Public Policy

Major Areas of Teaching and Research Interest
- Labor Economics
- Economics of Race and Gender
- Gender and Labor Markets in Developing Countries
- Economics of Aging
- Economic Development in India

Representative Publications and Presentations

Conference Presentations
- “Son Preference in India: Implications for Gender Development,” 14th World Congress of Social Economics, Glasgow, Scotland, June 2012
- “Gender Violence and Women’s Mental Health in India,” 13th World Congress for Social Economics, Montreal, Canada, June 2010
- “Gender Inequality and the Spread of HIV/AIDS in India,” Southwestern Economics Association, Houston, April 2010

Representative Honors and Awards Received
• Patten Award for Outstanding Teaching in the Humanities, College of Arts and Sciences, 2013
• Outstanding Undergraduate Economics Professor, Department of Economics, 2011
• Most Inspiring Faculty, OU Athletes, 2011
• Presidential “Dream Course” Award, University of Oklahoma, 2009
• Presidential Distinguished Faculty Mentor, University of Oklahoma, fall, 2008, 2009

Major Professional Affiliations
• Association for Social Economics
• Society for the Advancement of Behavioral Economics
• Southwest Regional Director, Association for Social Economics, 2010-
• President, Southwestern Economics Association, 2004-2005