

Course Syllabus

 Edit

ECO4100 RVAA 1225

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Course Time Zone | Eastern Standard Time (EST). Course due dates are according to this time zone.

*The professor reserves the right to change or modify the syllabus at any time during the semester.

Course Description and Purpose

Managerial economics is the study of applying economic analysis to managerial decision making. The primary focus of managerial economics is to understand how managers make economic decisions by allocating the scarce resources at their disposal. A manager must understand the behavior of other decision makers, such as consumers, workers, other managers, and governments to make an accurate decision. In this class, we study decision making by such participants in the economy, and we show how managers can use this understanding to be successful.


Course Objectives

Upon completing this course, students will be able to:


1. Apply economic reasoning to business decisions.
2. Understand the fundamentals of individual and firm behavior.
3. Estimate simple equations using regression and apply them in an economic context.
4. Use optimization to determine equilibria under a variety of market structures.
5. Apply game theory to economic decision making.
6. Analyze advanced pricing strategies under market power.
7. Explain the role of uncertainty on business decision making.
8. Explain the role of asymmetric information on business decision making.
9. Explain the role of government policies on business decision making.

Important Information

Before starting this course, please review the following pages:

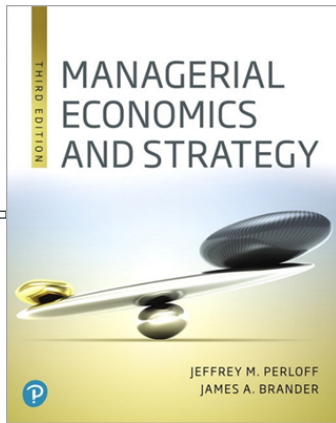
- [Policies](https://fiu.instructure.com/courses/200118/pages/policies) (<https://fiu.instructure.com/courses/200118/pages/policies>)
- [Netiquette](https://online.fiu.edu/html/canvas/policies/)  (<https://online.fiu.edu/html/canvas/policies/>)
- [Technical Requirements and Skills](https://fiu.instructure.com/courses/200118/pages/technical-requirements-and-skills) (<https://fiu.instructure.com/courses/200118/pages/technical-requirements-and-skills>)
- [Accessibility and Accommodation](https://fiu.instructure.com/courses/200118/pages/accessibility-and-accommodation) (<https://fiu.instructure.com/courses/200118/pages/accessibility-and-accommodation>)
- [Panthers Care & Counseling and Psychological Services \(CAPS\)](https://fiu.instructure.com/courses/200118/pages/panthers-care-and-counseling-and-psychological-services-caps) (<https://fiu.instructure.com/courses/200118/pages/panthers-care-and-counseling-and-psychological-services-caps>)
- [Academic Misconduct Statement](https://fiu.instructure.com/courses/200118/pages/academic-misconduct-statement) (<https://fiu.instructure.com/courses/200118/pages/academic-misconduct-statement>)

Course Prerequisites

This course has a prerequisite: **ECO 3101, Calculus, and Statistics**. Review the [Course Catalog](http://catalog.fiu.edu/2020_2021/undergraduate/Steven_J_Green_School_of_International_and_Public_Affairs/UG_Economics.pdf)  (http://catalog.fiu.edu/2020_2021/undergraduate/Steven_J_Green_School_of_International_and_Public_Affairs/UG_Economics.pdf) webpage for prerequisites information.

Textbook and Course Materials

Textbook Information



Managerial Economics and Strategy, 3rd Edition with MYLAB

Jeffrey M Perloff, University of California-Berkeley and James A. Brander, University of British Columbia

Publisher: Pearson

MyLab Economics with Pearson eText -- Instant Access -- for Managerial Economics and Strategy

ISBN-13: 9780134899671

Textbook Notes: You can buy or rent the book in print or e-text through the Pearson's website or FIU bookstore. If you have the previous edition, you can use the previous edition, too.

MyLab and Mastering: Access to MyLab and Mastering is **REQUIRED** for this course. An e-version of the textbook is already included in the package when you purchase the access to the content of this course on My Lab and Mastering, so **purchasing a physical copy of the textbook is not necessary**; however, should you still prefer, you could purchase/rent the physical version of this textbook. There are two options for the purchase of the MyEconLab access code (prices may vary): 1) You can buy access through FIU bookstore or by FIU backpack or 2) You can register through Canvas course homepage.

Regardless of how the access code is purchased, students have to register on MyLab and Mastering through Canvas course homepage. MyLab and Mastering offers free, temporary access for a trial period of about 14 days. All the coursework accomplished during this trial period will be preserved when the registration is renewed. It is a student's sole responsibility to promptly renew their temporary registration to avoid the disruption of their coursework progress.

Note: I recommend you always enter your MyLab Economics course through Canvas.

Please follow this link to learn more about how to use **MyLab and Mastering** (<https://fiuhelp.force.com/canvas/s/article/Pearson-MyLab-and-Mastering-Students>).

Important Note: If you got your Mylab access code through Backpack and you cancel your Backpack participation during the semester, your may lose your access to Mylab, which will significantly affect your performance in this class.

Expectations of this Course

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

Students are expected to:

- **review the getting started page** located in the course modules.
- **introduce yourself to the class** during the first week by posting a self-introduction in the appropriate discussion.
- **take the practice quiz** to ensure that your computer is compatible with the learning management system, Canvas.
- **interact** online with instructor and peers.
- **review** and follow the course calendar and weekly outlines.
- **log in** to the course 4-5 **times** per week.
- **respond** to discussions by the due date specified.
- **No late work will be accepted.**
- **respond to emails** within **2 days**.
- **submit** assignments by the corresponding deadline.

The instructor will:

- log in to the course as many times as necessary in a week.
- respond to discussion postings within **3 days of the deadline**.
- respond to **emails** within **24 hours**.
- grade assignments within **3 days** of the assignment deadline.

Course Communication

Communication in this course will take place via the Canvas Inbox. Check out the [Canvas Conversations Tutorial](https://community.canvaslms.com/docs/DOC-10574-4212710325) (<https://community.canvaslms.com/docs/DOC-10574-4212710325>) to learn how to communicate with your instructor and peers using Announcements, Discussions, and the Inbox. I will respond to all correspondences within 2 days.

Grading Scheme

Grading Scheme

Letter	Range%	Letter	Range%	Letter	Range%
A	96 or above	B	83 - 86.99	C	70 - 76.99
A-	91 - 95.99	B-	80 - 82.99	D	60 - 69.99
B+	87 - 90.99	C+	77 - 79.99	F	59 or less

Grading will be based on the following tasks:

Graded Assignments

Course Requirements	Number of Items	Weight Each	Weight Total
Chapter Quiz	Highest 10 of 12	7%	70%
Excel Projects	3	6%	18%
Essay	3	4%	12%
Total Units	21	-----	100%

There are **HOMEWORK ASSIGNMENTS** for each chapter on Mylab. Although the chapter assignment grades will not count towards your final grade, I believe you will benefit greatly if you study the relevant chapter homework before taking the quiz for that chapter. Your course grade will depend on Excel Projects, Chapter Quizzes, and Essays.

Chapter Quizzes

There are 12 Chapter Quizzes, i.e., one chapter quiz after completing a chapter. Chapter Quizzes will be accessed through MyLab. **The highest 10 of 12 quiz scores will count toward your final grade, that is, the lowest two score will be dropped.** Please pay attention to the due date of every assignment. There will be late penalty for submissions after the due date, and **the late penalty is 3% per day deduction from your grade** if submitted after the due date. **All quizzes are mandatory even though the lowest two scores will be disregarded.**

- You will be able to see your scores and correct answers to questions after the availability period has ended.
- There will be one attempt for each quiz and each quiz should be finished in one sitting.
- Pearson Lockdown Browser** will be used for all quizzes. Please visit follow [this link \(Links to an external site.\)](https://help.pearsoncmg.com/xl/student/student_help/Content/take_locked_down_tests.htm) (https://help.pearsoncmg.com/xl/student/student_help/Content/take_locked_down_tests.htm) to learn how to use Pearson Lockdown Browser.

Quiz Instructions:

- You are **NOT ALLOWED** to use any notebook or your e-book or textbook or another person's help.
- You may use a pen or pencil, a calculator, and a few sheets of blank scratch paper. You can use the online Respondus calculator. Cell phones, tablets, laptops, smart watches, and any other electronic devices are **NOT PERMITTED**.
- You **CANNOT** use multiple displays/monitors. Your internet activity will be controlled by Pearson Lockdown Browser. You **CANNOT** open new tabs, windows, or applications during the exam.
- You have two attempts to finish the quiz.
- Quiz time is 50 minutes.

Failing to follow these instructions could result in a violation.

ALL ASSIGNMENTS MUST BE COMPLETED BY Saturday 06/15.

Excel Projects

You will learn to use Excel to solve real-world managerial problems. There will be one Excel homework in every two weeks, hence you will complete 3 Excel Homework. Excel Homework will be accessed through MyLab. Please pay attention to the due date of every assignment. There will be late penalty for submissions after the due date, and the late penalty is **3% per day deduction from your grade if submitted after the due date**. **ALL ASSIGNMENTS MUST BE COMPLETED BY Saturday 06/15.**

ESSAYS

You will be required to participate in 3 essays during the semester. See the Calendar for due dates and times. **There will be two due dates for each essay: First draft due date and the second draft due date. You have unlimited attempts to submit the first draft until the first due date. After the submission of the first draft, you will receive feedback and you will be given additional time for you to improve and resubmit the second draft until the second draft due date. The first drafts will not be accepted after the first draft due date. Late submission is NOT available for essays unless you have a valid excuse and provide official documentation.**

BEFORE YOU START WRITING YOUR ESSAY, PLEASE READ "CITATION VS. REFERENCES" [\(https://www.bibliography.com/how-to/difference-between-citations-and-references/\)](https://www.bibliography.com/how-to/difference-between-citations-and-references/) **AND THE "CITATION GUIDE."** [\(https://pitt.libguides.com/citationhelp\)](https://pitt.libguides.com/citationhelp)

ALSO CHECK "WHAT IS PLAGIARISM." [\(https://www.scribbr.com/category/plagiarism/#:-:text=Plagiarism%20means%20using%20someone%20else's,source%20without%20citing%20it%20correctly,\)](https://www.scribbr.com/category/plagiarism/#:-:text=Plagiarism%20means%20using%20someone%20else's,source%20without%20citing%20it%20correctly,)

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Essay Expectations:

- **All essays are graded and mandatory.**
- **Each posting should be a minimum of three paragraphs: The introduction, the body, and the conclusion.**
- **Word totals for each post should be in the 400-500 words range.**
- Please pay extreme attention to **proper citation** and to **avoid Plagiarism**.
- You are **discouraged from using any AI tools and any text-generating software** (such as ChatGPT, iA Writer, Marmot or Botowski). Remember that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity. Also remember that the purpose of this assignment is to improve your economic way of thinking. Hence, any use of AI tools will be treated as plagiarism. Please contact your instructor if you are unsure or have questions **BEFORE** using AI for any assignment.
- We will use **Turnitin to detect plagiarism and AI usage. Please check for your Turnitin score after submission and change your writing if necessary before the due date.**
- Provide **supporting evidence and concepts from the readings or a related experience**. Include **(in-text) citation** whenever it is needed.

Essay Suggestions and the Grading Rubric

Please take the following suggestions into account when writing your essay:

1. **Include a reference, link, or citation when appropriate.** It is plagiarism to use other writers' words and IDEAS.
2. **Quotations should not be used.**
3. **Avoid informal language, jargon, and slang.** Example: Prefer "It is likely that ..." "It may be the case ..." etc. rather than "I believe" or "I think". Prefer "conducted a study" instead of "did a study" "examined" instead of "looked at" "utilize" instead of "use" (where appropriate) "great deal" instead of "a lot" "furthermore" instead of run-on sentences.
4. Reserve the use of scientific and professional words to the key concepts of your manuscript.
5. Please use scientific results and date with your interpretation using words rather than assuming that the facts speak for themselves.
6. Be organized in your thoughts and ideas.
7. Stay on topic.
8. Provide evidence of critical, college-level thinking and thoughtfulness in your responses or interactions.
9. Avoid summarizing.
10. Be aware of grammar and sentence mechanics.

Your participation will be graded according to the following criteria:

Essay Rubric

Criterion	0 point	Unsatisfactory 0.5-1 point	Satisfactory 1.5-3 points	Excellent 3.5-4 points
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Essay Rubric

Organization	Plagiarism	There is no apparent organization to the content. The information seems jumbled or random. Paragraphing is not present.	A purpose is initially established but is not sustained throughout writing. Some irrelevant material may be included. The introduction and/or conclusion could use more work or is missing.	The entire piece of writing is controlled by a clear purpose. The reader moves easily from one point to the next. There is a thoughtful introduction and closing.
Writing	Plagiarism	Many grammatical and/or mechanical errors	Grammatical and/or mechanical errors frequently stop the reader, effecting the reader's comprehension of the writing.	Any grammatical and/or mechanical errors, if present, don't affect the reader's understanding.
Content	Plagiarism	The content does not address the assignment.	This writing addresses the assignment but not sufficiently. Missing support and elaboration.	This piece of writing accomplishes the assignment and all of its specific requirements. Contents are supported and elaborated fully.

Virtual Office hours

We will be using Zoom to conduct virtual office hours. **Office hours are not mandatory.** If office hour times do not work for you and you have questions, please email the instructor to schedule a meeting.

Tentative Zoom office hours schedule:

- Office hour: Monday, May 6, 3:00 PM
- Office hour: Wed, May 13, 3:00 PM
- Office hour: Wed, May 20, 11:00 AM
- Office hour: Wed, May 27, 11:00 AM
- Office hour: Wed, June 3, 11:00 AM
- Office hour: Wed, June 10, 11:00 AM

Virtual office: <https://fiu.zoom.us/j/5357703184>

Tentative Schedule

Course Schedule

Week 1	Monday	Introduction/ Getting Used to Canvas and Mylab/ Read Chapter 1
	Tuesday- Saturday	Study Chapter 2 and Complete Quiz for Ch 2 by May 11, Saturday Study Chapter 3 and Complete Quiz for Ch 3 by May 11, Saturday Excel Project 1 is available between Monday 05/06 and Saturday 05/18. Essay 1 is available on Monday 05/06. First draft due date is Monday 5/13 and the second draft due date is Saturday 05/18.
Week 2	Monday- Saturday	Study Chapter 5 and Complete Quiz for Ch 5 by May 18, Saturday Study Chapter 6 and Complete Quiz for Ch 6 by May 18, Saturday Excel Project 1 is available between Monday 05/06 and Saturday 05/18. Essay 1 is available on Monday 05/06. First draft due date is Monday 5/13 and the second draft due date is

Saturday 05/18.

Week 3 Monday-Saturday

Study Chapter 7 and Complete Quiz for Ch 7 by May 25, Saturday

Study Chapter 8 and Complete Quiz for Ch 8 by May 25, Saturday

Excel Project 2 is available between Monday 05/20 and Saturday 06/01.

Essay 2 is available on Monday 05/20. First draft due date is Monday 5/27 and the second draft due date is Saturday 06/01.

Week 4 Monday-Saturday

Study Chapter 9 and Complete Quiz for Ch 9 by June 1, Saturday

Study Chapter 10 and Complete Quiz for Ch 10 by June 1, Saturday

Excel Project 2 is available between Monday 05/20 and Saturday 06/01

Essay 2 is available on Monday 05/20. First draft due date is Monday 5/27 and the second draft due date is Saturday 06/01.

Week 5 Monday-Saturday

Study Chapter 12 and Complete Quiz for Ch 12 by June 8, Saturday

Study Chapter 11 and Complete Quiz for Ch 11 by June 8, Saturday

Excel Project 3 is available between Monday 06/03 and Saturday 06/15.

Essay 3 is available on Monday 06/03. The first draft due date is Monday 06/10 and the second draft due date is Saturday 06/15.

ALL ASSIGNMENTS MUST BE COMPLETED BY Saturday 06/15.

Week 6 Monday-Saturday

Study Chapter 14 and Complete Quiz for Ch 14 by June 15, Saturday



Study Chapter 15 and Complete Quiz for Ch 15 by June 15, Saturday




















Excel Project 3 is available between Monday 06/03 and Saturday 06/15
















Essay 3 is available on Monday 06/03. The first draft due date is Monday 06/10 and the second draft due date is Saturday 06/15.

ALL ASSIGNMENTS MUST BE COMPLETED BY Saturday 06/15.

Course Summary:

Date	Details	Due
Mon May 6, 2024	 ECO4100 RVAA ECO6936 RVAA 1245 (https://fiu.instructure.com/calendar?event_id=804330&include_contexts=course_200118)	3pm to 4pm
Sat May 11, 2024	 Chapter 1 Homework	due by 11:59pm

Date	Details	Due
	https://fiu.instructure.com/courses/200118/assignments/2744200	
	 Chapter 1 Quiz https://fiu.instructure.com/courses/200118/assignments/2692551	due by 11:59pm
	 Chapter 2 Homework https://fiu.instructure.com/courses/200118/assignments/2692564	due by 11:59pm
	 Chapter 2 Quiz https://fiu.instructure.com/courses/200118/assignments/2692566	due by 11:59pm
	 Chapter 3 Homework https://fiu.instructure.com/courses/200118/assignments/2692567	due by 11:59pm
	 Chapter 3 Quiz https://fiu.instructure.com/courses/200118/assignments/2692569	due by 11:59pm
	 Get Started Homework https://fiu.instructure.com/courses/200118/assignments/2747992	due by 11:59pm
	 Get Started Quiz https://fiu.instructure.com/courses/200118/assignments/2692585	due by 11:59pm
Mon May 13, 2024	 ECO4100 RVAA ECO6936 RVAA 1245 https://fiu.instructure.com/calendar?event_id=804334&include_contexts=course_200118	3pm to 4pm
	 Essay 1 https://fiu.instructure.com/courses/200118/assignments/2736402	due by 11:59pm
	 Chapter 2 Problem 8-3 Excel Project https://fiu.instructure.com/courses/200118/assignments/2744199	due by 11:59pm
	 Chapter 5 Homework https://fiu.instructure.com/courses/200118/assignments/2692570	due by 11:59pm
Sat May 18, 2024	 Chapter 5 Quiz https://fiu.instructure.com/courses/200118/assignments/2692572	due by 11:59pm
	 Chapter 6 Homework https://fiu.instructure.com/courses/200118/assignments/2692573	due by 11:59pm
	 Chapter 6 Quiz https://fiu.instructure.com/courses/200118/assignments/2692575	due by 11:59pm
Mon May 20, 2024	 ECO4100 RVAA ECO6936 RVAA 1245 https://fiu.instructure.com/calendar?event_id=804358&include_contexts=course_200118	11am to 12pm
	 Chapter 7 Homework https://fiu.instructure.com/courses/200118/assignments/2692576	due by 11:59pm
	 Chapter 7 Quiz https://fiu.instructure.com/courses/200118/assignments/2692578	due by 11:59pm
Sat May 25, 2024	 Chapter 8 Homework https://fiu.instructure.com/courses/200118/assignments/2692579	due by 11:59pm
	 Chapter 8 Quiz https://fiu.instructure.com/courses/200118/assignments/2692581	due by 11:59pm

Date	Details	Due
Mon May 27, 2024	 ECO4100 RVAA ECO6936 RVAA 1245 https://fiu.instructure.com/calendar?event_id=804359&include_contexts=course_200118	11am to 12pm
	 Essay 2 https://fiu.instructure.com/courses/200118/assignments/2736404	due by 11:59pm
	 Chapter 10 Homework https://fiu.instructure.com/courses/200118/assignments/2692552	due by 11:59pm
	 Chapter 10 Quiz https://fiu.instructure.com/courses/200118/assignments/2692554	due by 11:59pm
Sat Jun 1, 2024	 Chapter 8 Problem 6-1 Excel Project https://fiu.instructure.com/courses/200118/assignments/2747993	due by 11:59pm
	 Chapter 9 Homework https://fiu.instructure.com/courses/200118/assignments/2692582	due by 11:59pm
	 Chapter 9 Quiz https://fiu.instructure.com/courses/200118/assignments/2692584	due by 11:59pm
Mon Jun 3, 2024	 ECO4100 RVAA ECO6936 RVAA 1245 https://fiu.instructure.com/calendar?event_id=804360&include_contexts=course_200118	11am to 12pm
	 Chapter 11 Homework https://fiu.instructure.com/courses/200118/assignments/2692555	due by 11:59pm
	 Chapter 11 Quiz https://fiu.instructure.com/courses/200118/assignments/2692557	due by 11:59pm
Sat Jun 8, 2024	 Chapter 12 Homework https://fiu.instructure.com/courses/200118/assignments/2692558	due by 11:59pm
	 Chapter 12 Quiz https://fiu.instructure.com/courses/200118/assignments/2692559	due by 11:59pm
Mon Jun 10, 2024	 ECO4100 RVAA ECO6936 RVAA 1245 https://fiu.instructure.com/calendar?event_id=804361&include_contexts=course_200118	11am to 12pm
	 Essay 3 https://fiu.instructure.com/courses/200118/assignments/2736567	due by 11:59pm
	 Chapter 11 Problem 6-1 Excel Project https://fiu.instructure.com/courses/200118/assignments/2692556	due by 11:59pm
	 Chapter 14 Homework https://fiu.instructure.com/courses/200118/assignments/2692560	due by 11:59pm
Sat Jun 15, 2024	 Chapter 14 Quiz https://fiu.instructure.com/courses/200118/assignments/2692561	due by 11:59pm
	 Chapter 15 Homework https://fiu.instructure.com/courses/200118/assignments/2692562	due by 11:59pm
	 Chapter 15 Quiz https://fiu.instructure.com/courses/200118/assignments/2692563	due by 11:59pm