

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs	UUPC Approval <u>1-31-22</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department _____ College _____	
Current Course Prefix and Number		Current Course Title
<i>Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.</i>		
Change title to: Change prefix From: _____ To: _____ Change course number From: _____ To: _____ Change credits* From: _____ To: _____ Change grading From: _____ To: _____ Change WAC/Gordon Rule status** Add _____ Remove _____ Change General Education Requirements*** Add _____ Remove _____ <small>*Review Provost Memorandum</small> <small>**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.</small> <small>***General Education criteria must be indicated in syllabus and approval attached to this form. See GE Guidelines.</small>		Change description to: Change prerequisites/minimum grades to: Change corequisites to: Change registration controls to: Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).
Effective Term/Year for Changes:		Terminate course? Effective Term/Year for Termination:
Faculty Contact/Email/Phone		
Approved by Department Chair <u>Monica Escaleras</u> College Curriculum Chair <u>Ethlyn Williams</u> College Dean <u>Paul Han</u> UUPC Chair <u>Ethlyn Williams</u> Undergraduate Studies Dean <u>Daniel Meeroff</u> UFS President _____ Provost _____		Date <u>12/21/2021</u> <u>1/19/2022</u> <u>1/31/2022</u> <u>1-31-22</u> <u>1-31-22</u> _____ _____

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

ECP 3703-003

CRN 22940

Managerial Economics

M 6:30 pm – 9:20 pm

3 credits

Fall 2017

Prof. Yongmin (Max) Zang

Office: KH 141

Office hours: M 4-5 pm, TR 1:30 – 3:00 pm

Telephone: 561-297-3225

Email: yzang1@fau.edu



Course Description

In today's economy, successful managers must be able to navigate an increasingly competitive marketplace. This course presents analytical tools managers can use to solve complex business problems and take advantage of profitable opportunities. Topics covered in this course include an examination of business strategy, risk analysis, demand estimation and forecasting, cost structure, incentives, and the competitive behavior of firms.

Instructional Method

The mode for this class is listed as primarily classroom.

Prerequisites/Corequisites

ECO 2013 and ECO 2023, or equivalent.

Required Text and Materials

Managerial Economics and Strategy, 2nd Edition (Perloff/Brander). ISBN: Looseleaf/econlab: 978-0134472768. Some other additional materials will be distributed as this course proceeds.

Course Objectives

The objective of this course is to provide students thorough knowledge of the principles behind modern microeconomic theory. All students are expected to become familiar with the main subjects of the microeconomic theory by the end of this course. In consequence, this class is also relevant to students interested in becoming professional economists.

Course Evaluation Method

The final grade will be based on writing assignments (10%), homework assignments (20%), and two midterm exams (20% each), and one Final Exam (30%).

Course Grading Scale

A	93 and above
A-	90-92.99
B+	87-89.99
B	83-86.99
B-	80-82.99
C+	77-79.99
C	73-76.99
C-	70-72.99
D	60-69.99
F	<60

Missing Exams

There will be no make-ups for exams. If a student misses an exam due to illness, job requirements, or other significant reasons, documentation will be required on the missed exam. (Insufficient documentation will result in an “F” on the missed exam). There will be no make-ups or extra credit for missed labs or for missed assignments.

Late Assignments

All homework assignments (and their due dates) will be provided on MyEconLab. Late submissions will not be accepted.

Attendance Policy

Students are **REQUIRED** to attend all classes. If you do miss a class, please find out what you missed from a classmate.

One classmate's name is: _____

And his/her phone number is: _____

And his/her e-mail is: _____

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University’s honor code discussed above.

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

DISABILITY/ACCESSIBILITY POLICY STATEMENT

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures. Their web site is: <https://fau.edu/sas>

RELIGIOUS OBSERVANCE ACCOMMODATION

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at:

<http://www.fau.edu/regulations/chapter2/Reg%202.007%208-12.pdf>

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C". This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's "Writing Across the Curriculum" and Gordon Rule math requirements also have a minimum grade requirement of a "C". Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete

("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](#).

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as "... activities which *interfere with the educational mission within classroom.*" Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.

Tentative Schedule

Date	<u>COURSE OUTLINE</u>	<u>CHAPTER</u>
Aug. 21	Syllabus/Math Review	1
Aug. 25	Last Day at 5pm to drop/add courses without consequences	
Aug. 28	Supply and Demand	2
Sept.11	Empirical Methods for Demand Analysis	3
Sept. 18	Consumer Choice	4
Sept. 25	Production/Production Cost	5,6
Oct. 2	Review /Exam I	
Oct. 9	Firm Organization and Market Structure	7
Oct. 16	Competitive Markets	8
Oct. 23	Monopoly	9
Oct. 30	Monopolistic Competition/Oligopoly	11
Nov.6	Business Strategy	12
Nov. 13	Review/Exam II	
Nov. 18	Last day to drop a course or withdraw without receiving an "F" in the course	
Nov. 20	Global Business	17
Nov. 27	Final Review	
December 14th	Final Exam 1:15pm - 3:45pm	
December 16th	Semester Ends!	
December 19th	Grades due at Registrar's Office	
December 20th	Grades available to students	