

Econ 607 Managerial Economics

Spring 2008
KH 011
Mondays 6:00 PM

Instructor: Stephen C. Miller, Ph.D.

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Office Hours: M: 5-6 PM (here at UNCA), or by appointment. (Cullowhee hours are 9-12:30 on Tuesdays and Thursdays, and 4-6 pm on Wednesdays.)

I. Purpose

Learning about economics allows students in the Social Sciences and Business to frame the problems and decisions faced by individuals and firms. It is especially useful, both in private and public enterprise, to recognize and explain how markets function.

II. Course Aims and Objectives:

By the end of this course, students will:

1. Be able to apply supply-and-demand analysis to explain how specific goods and services markets function.
2. Be able to identify and explain the relationship between market structure and power.
3. Be able to articulate and offer potential solutions to various challenges to market function, such as externalities, imperfect information, and barriers to entry.

III. Course Materials

Course readings:

- Required text: *Managerial Economics*, by Ivan Png
- *The Winner's Curse* by Richard Thaler
- Other required reading: One of the following three economics blogs: Marginal Revolution (www.marginalrevolution.com), Greg Mankiw's Blog (gregmankiw.blogspot.com), EconLog (econlog.econlib.org)

IV. Faculty Expectations of Students/Course Policies

- Statement on Accommodations for students with disabilities

Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential. Please contact Kimberly Marcus for more information. Phone: (828) 227-7234; E-mail: kmarcus@email.wcu.edu.

- Statement on Academic Integrity (including plagiarism)

Academic dishonesty, including both plagiarism and cheating on exams, or in any way presenting another's work as your own, will not be tolerated. The first incident will result in a grade of zero for the assignment or exam in question and the second incident will result in an automatic grade of "F" for the course. All incidents will also be documented and put on file with WCU's Judicial Affairs office.

- Attendance Policy

There is no penalty for poor attendance. However, missing class is no excuse for incomplete or late work. Assignments may be sent via email.

Other Policies:

- Late assignments will not be accepted, and no make-up exams will be given. If you miss an exam, then the remaining exams will be re-weighted accordingly. If you miss two exams and can document both absences accordingly, you will receive a grade of "Incomplete" until the material can be made up or an administrative withdrawal is granted.
- Class participation, judged both in terms of quantity and quality, will be considered in the case of borderline grades.

In-Class Expectations:

- Cell phones and other electronic devices must be off or silent during class. Also, no text messaging, sending email, etc. during class.
- For evening classes I will allow food and drink in the classroom, lest you waste away. If we ever meet in a computer lab, though, keep in mind that food and drink aren't allowed.

V. Grading Procedures:

	<i>Percentage of Grade Or number of points</i>
First Exam	20%
Second Exam	20%
Final Exam	20%
Research Project	30%
Blog Comments	10%
	100%

1. All Exams are open-book and open-note. All exams are *non-cumulative*.
2. Blog project: see the schedule below for due dates. You will be required to post a thoughtful comment of *at least* two paragraphs in length on one of the three approved economics blogs. The comments are due at midnight on the due dates, and you should send me an email that includes the text of the comment and a link to the original blog post. There are four total comments due.

3. The research project is to write a 10-15 page paper that is applies the behavioral insights found in Richard Thaler's book, *The Winner's Curse*. We will discuss the project more in class, but I am looking for an application to a particular product or service market. You must decide on a topic and notify me in writing (email is fine) by **Monday, March 10, 2008**. Papers are due on the last day of class, **April 28, 2008**.

Letter grades will be assigned according to the following:

<i>Percentage Grade</i>	<i>Letter grade</i>
90-100	A
80-89	B
70-79	C
60-69	D
59 and below	F

VIII. Tentative Course Schedule

May change to accommodate student or instructor needs

Economics 607 Course Outline Calendar –Spring 2008 Stephen C. Miller, Ph.D.		
Date	Topics	Notes
January 14	Classes start, Introduction	
January 21	MLK Day – No Class	Blog comment due
January 28	Understanding Demand	Blog comment due
February 4	Understanding Supply	Blog comment due
February 11	Competitive Markets	Blog comment due
February 18	Exam #1	
February 25	Economic Efficiency, Private vs. Public Goods	
March 3	Spring Break – No Class	
March 10	Market Structure/Monopoly power	
March 17	Pricing Strategies	
March 24	Game Theory and its Applications	
March 31	Exam #2	
April 7	No Class, APEE Meetings	
April 14	Externalities	
April 21	Information Economics: Bias, irrationality, and strategy	
April 28	Public Economics and Public Choice	
TBA	Final Exam	
<i>This course outline and the dates established therein are tentative, and the instructor reserves the right to change them.</i>		