

Darren Grant (I go by Mr. Grant)
ECO 467, Managerial Economics, Summer 2008
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Section 01: 12-2 pm M-F, Summer I
Office Hours: 2:30-4:00 pm, M-Th.; by
appointment or whenever the door is open.
<http://www.shsu.edu/~dpg006/>

This course aims to bridge the gap that exists between the theory taught in economics principles and the practical application of those precepts by managers.

Sticking Around: Course Prerequisites are ECO 230 or 233, BAN 232, FIN 367. Material from all three classes will be used, especially cost concepts, the theory of price setting, elementary calculus, and discounting.

Course Objectives: After completing this course, the student will have learned the following:

1. Methods of price setting and demand estimation.
2. Methods of cost-minimizing production.
3. Methods of accounting for uncertainty and discounting in pricing and production.
4. Strategies for negotiating with, and influencing the behavior of, other firms.

Getting Help: My office hours are listed above. However, you are welcome to stop by my office anytime the door is open, or to call my office. I typically work at home in the mornings, but will be in afternoons. I ask that you give me half an hour after class to eat before being available to students, since I do not eat before class.

Cheat on Me: We at Sam Houston expect you to conduct your studies with integrity. Please see SHSU's "Academic Policy Statement 810213," available on Sam Houston's Web Site, for a discussion of what constitutes academic misconduct, including cheating and plagiarism, and for a discussion of the procedures utilized in adjudicating such cases. If I catch you cheating I will, in all but the most minor circumstances, turn you in to academic authorities. In these circumstances, my minimum penalty for cheating is a grade of 0 on that assignment.

By the Book: Samuelson and Marks, *Managerial Economics*. To save money: shop around online, especially overseas; buy old editions, which are very similar to the current edition; and buy used books. I do not teach right out of the book, but follow it fairly closely, periodically connecting it to the lectures, and I will regularly assign homework problems out of it. In addition, reading the text helps provide context, additional detail, and examples that can be of substantial benefit to the student—so *please get the book*. Readings for each unit are listed below.

Attendance: Regular attendance (at least 90% of class meetings) is part of the professional behavior I expect of students in the SHSU Business School. Roll will be taken every day.

Lateness by even a few students each day can be quite disruptive. Please make every attempt to be here on time. I take attendance at the beginning of class, so late students will be counted absent. I reserve the right to lock the door at the beginning of class, and open it once after about ten minutes for latecomers. I don't like to do this, but I cannot let lateness disrupt class for everyone else who is on time.

Professionalism: Professionalism is about exhibiting a courteous, conscientious, generally businesslike manner in the workplace: coming to class regularly; being to class on time; being prepared for class every day; having a single, well organized notebook for taking class notes; participating in class; maintaining proper classroom decorum; and doing all assignments and homeworks conscientiously. Professionalism is highly valuable in the workplace and is expected in this class. Final averages in the "fuzzy region," described below, will be rounded up or down based on professionalism.

Begraded: You have four tests, similar in style to the homework problems you will be given in class. Your final exam is not cumulative. Your final average is calculated as follows:

Your Best Test:	30%
Your Second Best Test:	35%
Your Third Best Test:	25%
Your Worst Test:	15%

The average computed this way is greater than or equal to a simple average of your test grades, the weights total 105%, and I may round up borderline averages (in the "fuzzy regions" below) for good class professionalism, at my discretion. Thus I have built a little breathing room into the grading system, which you may need because my tests can be difficult. Beyond that, I don't curve tests or final grades.

The grading scale is:	A = 90.00-100
	A/B "fuzzy region"=88.01-89.99
	B = 80.00-88.00
	B/C "fuzzy region"=78.01-79.99
	C = 70-78.00
	C/D "fuzzy region"=68.01-69.99
	D = 60-68.00
	D/F "fuzzy region"=58.01-59.99
	F = 0-58.00

Making Up: Simply put, you shouldn't miss the tests, except in extreme circumstances. If you know now you can't make one of the tests, you should probably transfer to another section. Valid excuses like serious illness or death in the family will require written documentation. For illness the documentation must be from a physician (not a nurse at the Health Center). If you are excused from any test its grade will be replaced with the simple (unweighted) average of your remaining tests (total weight: 100%, not 105%).

Cell Phones: All beepers, pagers and cell phones must either be turned off prior to class starting or placed in silent mode. Violators must move to Elbonia.

ADA Compliance: It is my obligation and my pleasure to provide reasonable accommodation to students with disabilities, so as not to discriminate on the basis of that disability. These students must so inform me at the beginning of the semester and provide authorized documentation through designated administrative channels. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, department/division chairs, or by contacting the chair of the Committee for Continuing Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building or by calling (936) 294-1720.

Student Absences on Religious Holidays: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. Refer to the Academic Calendar for the deadline date for notification by students to the faculty members of the student's intent to be absent on religious holy days.

E-Mail Policy: E-Mail is an acceptable form of communication for all class matters. I will send out course e-mails via the Blackboard system. You can have your Blackboard e-mails forwarded to the destination of your choice. Please do so if you wish, because if I send a course e-mail I assume you will get it. If you wish to send me an e-mail, please do so directly, not via the Blackboard system—if you are not careful your e-mail will go to everyone in the class.

Class Format: The class uses the following format. There are four units, each of one week's duration. All test dates are firm.

Unit Number	Topic	Dates	Test Date	Chapters
1	Price Setting	6/3-6/6	6/9	2, 3, 4
2	Production & Costs	6/10-6/13	6/16	6, 7, 19
3	Discounting & Uncertainty	6/17-6/20	6/23	8, 9, 19
4	Strategy & Bargaining	6/24-6/27	7/1	12, 13, 15