

MBA 769
Microeconomics for Managers

Course Description: A manager's job is to allocate firm resources in ways that maximize profit. There are two basic levels to the manager's job. First, managers must understand the basics of profit maximization and profit-maximizing responses to factors outside the firm's control to develop business strategies. Second, managers must ensure that they create the proper environment within the firm, ensuring that the decisions made and actions taken by employees are consistent with profit maximization. This course addresses both sets of issues. MBA candidates should gain insight into how theory and data can be used to create actionable insights that help firms maximize profit.

The course begins with a basic overview of economics and economic models. Several economic models are developed that examine issues relevant to managerial decisions. Armed with these basic tools, the course examines markets, pricing strategies, and game theory.

This course addresses the following learning objectives.

1. Critically analyze an industry and a specific firm within an industry.
2. Apply economic and behavioral concepts to strategy formulation.
3. Explain and apply analytical constructs to business problem solving.
4. Use business information to estimate/assess the impact of decisions, behaviors, and external factors on the firm.

Text: Baye, Michael R. and Jeffrey T. Prince. *Managerial Economics and Business Strategy*, 9th Edition. McGraw-Hill Irwin. 2017.

Course Design: The course will be delivered as a Hybrid class, where 50 percent of instruction will be delivered in person in a standard classroom setting. Students who are unable to attend in-person lectures will be able to join the class remotely by WebEx. The Panopto system will also be used to record classes. These recordings will be posted on the class's Canvas (WebCampus) site.

The remainder of the course will be delivered online. The online portion of the course will, in general, consist of the asynchronous delivery of recorded lectures, and live online review

sessions. Student Groups (discussed below) are encouraged to submit questions and comments about the assigned material before the scheduled review sessions. Students should complete the required reading, watch the assigned videos, and participate in on-line group discussions before the scheduled reviews. The online reviews will be conducted using WebEx on Wednesdays from 5:30 to 6:45 in weeks where classes are delivered online. We may, at times, use the scheduled review session to deliver a synchronous, live, online lecture.

Exams: Exams will be administered online. The exams will be open-book and open-note exams. Students will have 48 hours to complete the exam. Students should contact the Disabilities Resource Center (DRC) if they require special accommodations. DRC information is provided below.

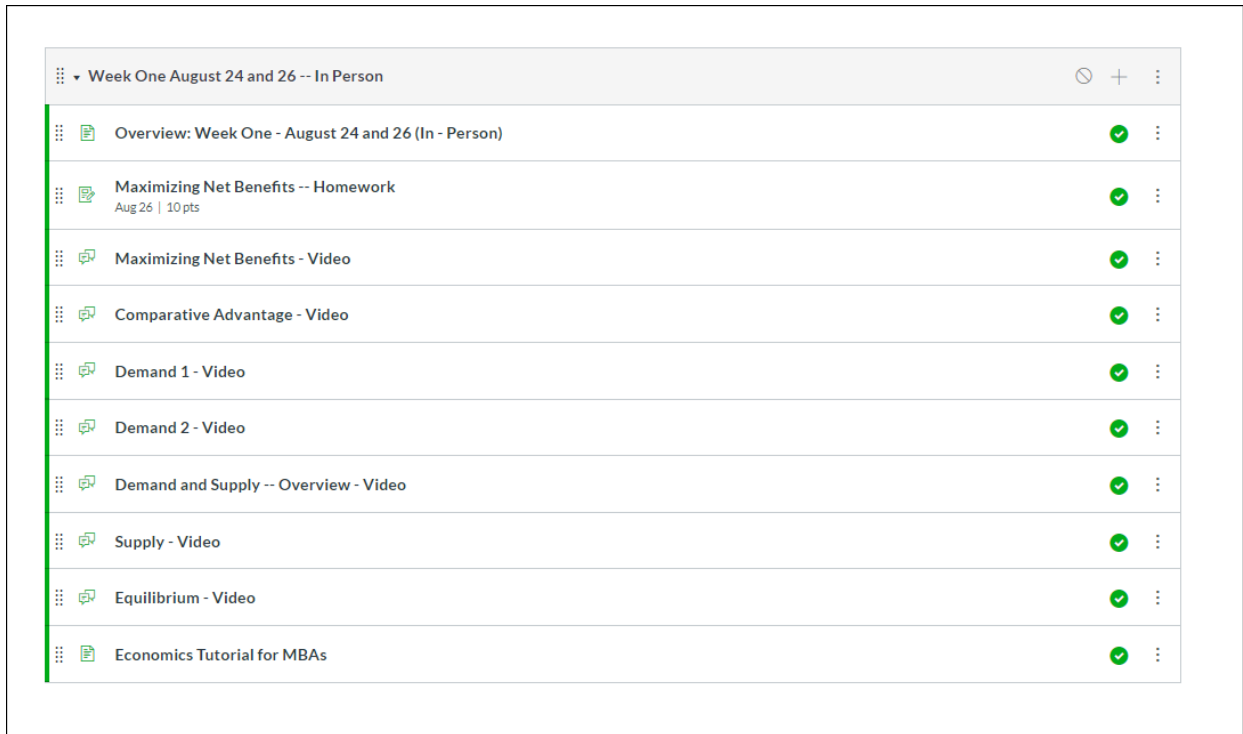
Tutorial: A tutorial has been assigned to facilitate an understanding of basic economic models. There are eight tutorial assignments. Students may work in groups of no more than three students. Late assignments will not be accepted. These assignments will be submitted electronically on the class's Canvas page.

Homework: Several homework assignments will be assigned over the semester. Students may work in groups of no more than three students. Late assignments will not be accepted. All assignments will be submitted electronically on the class's Canvas page.

Grading: Grades will be determined on the basis of two mid-term exams (100 points each), homework assignments, and a final (100 points). Grades are determined by a standard 10-point scale. Historically, students who earn 93 percent or more of the points available receive an A, while students who score between 90 and 93 percent received an A-.

90 % and above:	A
80 to 90%	B
70 to 80%	C
60 to 70%	D

Modules have been created for each week of the semester. The first item in a module provides an overview of the material covered in the week. The overview is typically followed by videos and links to homework assignments.



Online Class Organization:

Online class lectures will be delivered asynchronously. The class will meet for live Review Sessions on Wednesdays at 5:35 pm during weeks when the class is delivered online. These review sessions will not include a repeat of the recorded lectures, they will be used to answer questions and clarify understanding of the material presented in the recorded lectures. Students are encouraged to submit questions and comments before the review sessions begin. Meetings will be held on WebEx and will be scheduled in Canvas. Students can access the meetings through Canvas by clicking on the WebEx tab.

To encourage participation and discussion of both the recorded and in-class lectures, the class will be divided into 8 Discussion Groups. The recorded video lectures have been embedded into “Threaded Discussions,” where students can ask questions and comment on the material covered in the video. Students will interact with the members of their Discussion Group. Each Discussion Group is encouraged to submit questions and comments about the assigned material before the scheduled Review Session. Ungraded Discussion Assignments will be available in each week’s module.

Below is an example of a recorded lecture. There is room for comments and questions. I have highlighted the link that allows you to download the pdf file used to create the lecture.

Since this is a group discussion, each group has its own conversation for this topic. Here are the ones you have access to:

Maximizing Net Benefits - Video

Bradley Wimmer

Q	P	Total Revenue	Total Cost	Profit
0	\$20	\$0	\$0	\$0
1	\$20	\$20	\$5	\$15
2	\$20	\$40	\$7	\$33
3	\$20	\$60	\$10	\$50
4	\$20	\$80	\$15	\$65
5	\$20	\$100	\$23	\$77
6	\$20	\$120	\$35	\$85
7	\$20	\$140	\$52	\$88
8	\$20	\$160	\$75	\$85
9	\$20	\$180	\$105	\$75
10	\$20	\$200	\$143	\$57

Powered by Panopto

[Maxmizing Net Benefits.pdf](#)

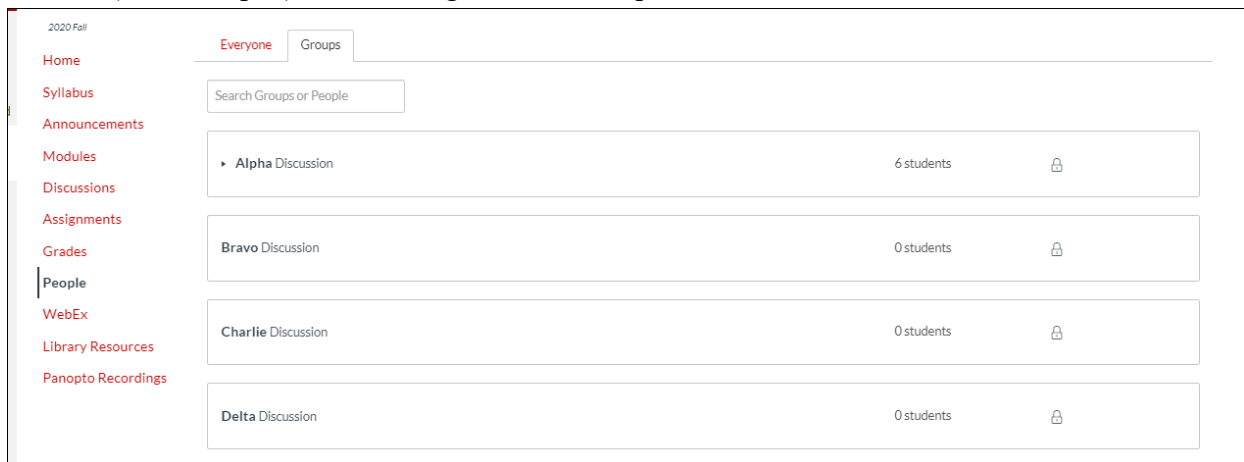
Search entries or author Unread ↑ ↓

← Reply

◀ Previous Next ▶

Students should treat the recorded lectures in the same manner they treat in-person lectures. You should prepare for the lecture by completing the assigned readings before you view the video and you should take notes while the video plays. To encourage note-taking, I have attached the pdf files used while recording the lectures to the discussion section. Students are encouraged to post questions and comments about the lectures in the Discussion Sections provided below videos. Only the students in your Discussion Group are included in the video discussions. Each group is encouraged to summarize their discussions, submitting questions and comments before the review, or live, in-class sessions.

Students may choose the Discussion Group to which they belong by going to the “People” tab in Canvas (WebCampus) and clicking on the “Groups” tab.



Students may work on homework assignments in groups of three or fewer students. Each student must join a homework group, even if they plan to work alone.

“Classroom” Etiquette

Review sessions will be conducted on WebEx. Students should mute themselves when not speaking. Students who would like to ask a question or comment are encouraged to turn their cameras on to indicate to the instructor that they have a question or comment. Students who post a question in the chat function may also turn on their cameras if the instructor does not address the comment or question in a timely fashion. Students are encouraged to submit group questions or comments before the scheduled review sessions.

Recordings

Meetings of this course might be recorded. Any recordings will be available to students registered for this class. This is intended to supplement the classroom experience. Students are expected to follow appropriate university policies pertaining to access of this content. Recordings may not be reproduced, shared with those who are not enrolled in this class, or uploaded to social media/other online platforms. If the instructor plans any other uses for the recording(s) outside this class, students will be notified to request consent prior to such use.

Tentative Schedule

Date	Week	Material	Reading	Homework
August 24	1	Introduction; Opportunity Cost, Economic Models, Maximizing Net Benefits	Tutorial #1 Chapter 1	
August 26	1	Demand, Supply, and Equilibrium	Tutorial #2 Chapter 2	
August 31	2	Comparative Statics/ Elasticity	Chapter 2 Chapter 3	Maximizing Net Benefits (10 points)
September 2	2	Elasticity	Tutorial #3 Chapter 3	Demand and Supply (10 points)
September 7	3	Labor Day		
September 9	3	Economic Efficiency	Chapter 3	Elasticity (10 points)
September 14	4	Costs	Tutorial #4 Chapter 5	
September 16	4	MC/MP LRAC, MES, Scope, Natural Monopoly and Market Structure	Chapter 5 Chapter 7	Costs (10 points)
September 21	5	Two in-class costs (Two Factories, Slot machines)	Chapter 5	
September 23	5	Incidence of Tax		
September 28	6	More Applications (online review)		Applications (10 points)
September 30	6	Exam 1		100 Points
October 5	7	Perfect Competition	Chapter 8	
October 7	7	Perfect Competition\Monopoly	Tutorial #5 Chapter 8	Monopoly (10 Points)
October 12	8	Monopoly/Monopolistic Competition	Chapter 8	
October 14	8	Monopoly Investor (Franchising)	Chapter 8	
October 19	9	Franchising/Organizational Form	Chapter 8	Franchising Homework (15 points)
October 21	9	Organizational Form/Double Marginalization	Chapter 6	

Date	Week	Material	Reading	Homework
October 26	10	Exam 2		100 points
October 28	10	Cournot	Chapter 9 Tutorial #6 Tutorial #7	
November 2	11	Cournot/Bertrand	Chapter 9	Best-Response Functions (10 points)
November 4	11	Prisoner's Dilemma/Backward Induction	Chapter 10	
November 9	12	Stackelberg		
November 11	12	Veteran's Day		
November 16	13	1 st and 3 rd Degree Price Discrimination	Chapter 11 Handout	Game Theory (15 Points)
November 18	13	Market Segmentation	Handout	
November 23	14	Two-Part Tariffs	Handout	
November 25	14	Bundles	Handout	
November 30	15	Asymmetric Info and Collusion	Chapter 10 Handout	
December 2	15	Limit Pricing and Market Foreclosure	Chapter 13	Pricing Homework (20 points)
Final Exam				100 points

[Academic Policies](https://catalog.unlv.edu/content.php?catoid=29&navoid=7326): <https://catalog.unlv.edu/content.php?catoid=29&navoid=7326>

[Student Services & Activities](https://catalog.unlv.edu/content.php?catoid=29&navoid=7331):

<https://catalog.unlv.edu/content.php?catoid=29&navoid=7331>

[University Policies](https://catalog.unlv.edu/content.php?catoid=29&navoid=7332): <https://catalog.unlv.edu/content.php?catoid=29&navoid=7332>

[University Community & Libraries](https://catalog.unlv.edu/content.php?catoid=29&navoid=7322):

<https://catalog.unlv.edu/content.php?catoid=29&navoid=7322>

Netiquette, a set of rules for behaving appropriately online. Your instructor and fellow students wish to promote a safe online learning environment. All opinions and experiences must be respected in the context of academic discourse. You are expected to comment, question, or critique and idea but you must not attack an individual.

Netiquette Guidelines:

- Be aware of possible miscommunication when face-to face interaction is absent; compose your responses in a positive, supportive, and constructive manner
- Do not dominate the discussion
- Give other students the opportunity to join the discussion
- Do not use offensive language
- Present ideas appropriately
- Do not capitalize all letters, doing so suggest shouting
- Avoid using slang language
- Share tips with fellow students
- Keep an open mind and be willing to express even your minority opinion. Minority opinions must be respected
- Think and edit before you push the send button
- Do not hesitate to ask for feedback

Course Structure

This course is designed to be entirely delivered online through Canvas. You will use your ACE account to login to the course on [WebCampus](#). If you have not set up an ACE account yet, please contact the [OIT Help Desk](#).

Technology Needed

Due to this course being delivered 100% online, you will need to have acceptable technology. For this course you will need:

- A computer/laptop/tablet
- A webcam or comparable video recording device (i.e. your camera phone)
- A web browser that is up-to-date
- Canvas requires the following browser components:
 - [Flash](#) is required for media recording, streaming, viewing, and uploading.

- The [Java plug-in](#) is required for several features in Canvas.
- [Adobe Acrobat Reader](#) is required to view documents in your browser.

Campus Resources

- Academic policies, visit the [UNLV's academic integrity policies](#)
- To learn more about UNLV policies, go to the [University's policy](#) page
- For all technical help, contact the [Office of Information Technology / IT Help Desk](#) with your questions. The telephone number is (702) 895-0777.
- For support with WebCampus (powered by Canvas), review the [Canvas Student Guide](#) for guidance.
- For supplemental resources, visit [LinkedinLearning.com](#).

Online Activity Expectations

Class Expectations

Keep up with the material covered every week

Seek help when you do not understand a topic (Instructor, TA, discussion boards)

Discussion Board

Responding in the (weekly/bi-weekly - change this to the correct frequency) discussion board with your thoughts, comments, and response to the discussion prompt.

Reading the responses on the discussion board

Responding to your classmates via the discussion board

My role as the instructor is to moderate the discussion and provide guidance on the topic

Responses can be submitted in the form of a text, a video, a link to an online resource, a picture or any other medium you might deem appropriate. Try to use a variety of media to enrich the content and expand your technological knowledge

Assignments

Assignments are posted in the assignments section. All graded assignments can be completed on the MindTap site.

Relevant University Policies:

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. [UNLV public health directives](https://www.unlv.edu/coronavirus/health-requirements) are found at <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the [UNLV Code of Student Conduct](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf), https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the Campus community; we all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the sources. See the Student Conduct Code, <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing Classes

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn or of instructors to teach. Use of electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities, are only permitted with the prior explicit consent of the instructor. The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative drop of the student from the course.

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional [copyright policy information \(Links to an external site.\)](#) is available at <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center \(Links to an external site.\)](#) (SSC-A, Room 143, <https://www.unlv.edu/drc>, 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to injury, disability, or due to pregnancy should contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours, so that you may work together to develop strategies for

implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The general schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule \(Links to an external site.\)](#), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](#), <https://www.unlv.edu/studentconduct/misconduct/policy>, which defines, “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” as a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries’ Research Consultation \(Links to an external site.\)](#) website: <http://guides.library.unlv.edu/appointments/librarian>. (Links to an external site.) You can also [ask the library staff \(Links to an external site.\)](#) questions via chat and text message at: <http://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Policy for Missed Work, under Registration Policies, on the [Academic Policies \(Links to an external site.\)](#) webpage, <https://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student provides official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could reasonably have been avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/Unit Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to: fine arts activities, competitive intercollegiate athletics, science and engineering competitions, liberal arts competitions, academic recruitment activities, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV’s official email system for students, and by University policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Emailing within WebCampus is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC) provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website \(Links to an external site.\)](https://www.unlv.edu/asc), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see University Statements and Compliance, <https://www.unlv.edu/about/statements-compliance>. A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.