

# The University of Oklahoma

## College of Continuing Education

### Advanced Programs – Course Syllabus

**Course Title:**

Managerial Economics I

**Course Number:**

ECON 5033-103

**Course Description:**

This course is designed to give students a solid foundation in managerial economics and microeconomic theory that will benefit anyone interested in business, investing, or public policy. Topics to be covered include demand and supply, consumer choice, production and the theory of the firm, applications of the competitive, and monopoly models, and factor markets. We will discuss case studies and draw on many examples from public policy and current events.

**Class Dates, Location and Hours:**

Dates: March 24 - 26 & March 31 - April 2, 2017

Location: OCCE, Norman, Oklahoma. Classes are held at the Thurman White Forum Building of OCCE, 1704 Asp Avenue.

Hours: Fri 5:30-9:30 p.m.; Sat 8:30 a.m.-4:30 p.m.; Sun 1:00-5:00 p.m.

Last day to enroll or drop without penalty: February 23, 2017

**Site Director:**

Email: [apnorman@ou.edu](mailto:apnorman@ou.edu). Phone: 405-325-3333.

**Professor Contact Information:**

Course Professor: Aparna Mitra, Ph.D.

Mailing Address: University of Oklahoma  
Department of Economics  
308 Cate Center, 321 Cate 1  
Norman, OK 73019

Telephone Number: (405)325-5859

E-mail Address: [amitra@ou.edu](mailto:amitra@ou.edu)

Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

**Textbook(s) and Instructional Materials:**

Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK, and can be ordered online, by phone, by email, or by fax. Ordering online at <http://www.bkstr.com/oklahomastore/home> is strongly recommended – students can track the status of their order within 48 hours. If an order has not been shipped within three days, students can contact the Follett textbook manager by phone (405) 325-3511, (800) 522-0772 (toll-free) or email [0831mgr@fhg.follett.com](mailto:0831mgr@fhg.follett.com). Phone orders (ask for the textbook manager and identify yourself as an Advanced Programs student) can be placed 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; 10 a.m. to 4 p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). Fax orders can be placed 24 hours a day at (405) 325-7770. Text prices are available online.

Materials posted on the OU Desire to Learn (D2L) system: Access D2L at <http://learn.ou.edu>; enter your OU NetID and password, and select course to access material. Please contact your local Site Director if you require assistance.

**Optional Text:**

Salvatore, D. (2011). *Managerial economics in a global economy* (latest edition). New York: Oxford University Press. ISBN 9780199811786.

Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

**Course Objectives:**

**This is a quantitative course and focuses on analytical skills. Hence, the students are expected to have a basic foundation in college algebra and calculus.**

The class will analyze how consumers in the marketplace maximize their utility, how businesses and firms combine resources in production to maximize profits and how demand and supply determine the prices of goods and services. Different forms of market structures, such as purely competitive firms, monopolies and oligopolies and their impact on the well-being of society and consumers will also be analyzed. We will frequently discuss current issues and case studies related to the concepts of demand and supply, modes of production, different forms of market structures, and consumer behavior. **I expect students to actively participate in these discussions.**

**Course Outline:**

All readings should be completed prior to class.

**Session 1**

- Introduction to the course
- Format of the Term Paper
- Chapter 1: The Nature and Scope of Managerial Economics
- Chapter 2: Demand, Supply, and Market Equilibrium

**Session II**

- Chapter 4: Demand Theory
- Chapter 3: Optimization Techniques
- Chapters 7 & 8: Production and Costs

**Session III**

- Chapter 9: Market Structure
- Review and Quiz 1

**Session IV**

- Case Studies: Discussion
- Chapter 9 (continued): Perfect Competition, Monopoly, and Monopolistic Competition

**Session V**

- Chapters 10: Oligopoly
- Chapters 12: Pricing Practices

**Session VI**

- Review for Final Examination
- Final In-Class Examination

**Assignments, Grading and Due Dates:**

Problems will be assigned on D2L before class starts. I will cover the problems and answers in class, but please attempt to solve the problems before coming to class. We will devote at least 20-30 minutes each class to work on problem sets that have been assigned to you. You have to work problems to really understand the material in this course.

**Post-Seminar Assignment:**

A short paper (10 pages) focusing on a case study of any firm/industry in the U.S. or abroad should be completed within two weeks after the final class. Details will be discussed in class.

**Grading:**

This is a letter-graded course: A, B, C, D, or F.

<b>Assignment</b>	<b>Due Date</b>	<b>Percent of Grade</b>
Quiz	<b>Sunday, March 26, 2017</b>	15%
Class Presentation (case study)	<b>Saturday, April 1, 2017</b>	10%
Final Exam	Last Class	50%
Research Paper	<b>Due 2 weeks after last day of class, April 16, 2017</b>	25%

**Notice:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid

## **POLICIES AND NOTICES**

### **Attendance/Grade Policy**

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution's policy regarding "I" (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any "I" (Incomplete) grades by the end of the term or he/she may be placed on "financial aid probation." If the "I" grade is not resolved/completed by the end of the following term, the student's Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

### **Academic Integrity and Student Conduct**

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student's academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc...in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc...; intimidation and interference with integrity process; and plagiarism. All students should review the Student's Guide to Academic Integrity at [http://integrity.ou.edu/students\\_guide.html](http://integrity.ou.edu/students_guide.html)

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at <http://studentconduct.ou.edu/>

### **Accommodation Statement**

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

### **Adjustment for Pregnancy/Childbirth-Related Issues**

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact me as soon as possible to discuss. Generally, modifications will be made where medically necessary and similar in scope to accommodations based on temporary disability. Please see <http://www.ou.edu/content/eoo/faqs/pregnancy-faqs.html>.

## **Title IX Resources**

For any concerns regarding gender-based discrimination, sexual harassment, sexual misconduct, stalking, or intimate partner violence, the University offers a variety of resources, including advocates on-call 24/7, counseling services, mutual no-contact orders, scheduling adjustments, and disciplinary sanctions against the perpetrator. Please contact the Sexual Misconduct Office at [smo@ou.edu](mailto:smo@ou.edu) or (405) 325-2215 (8-5), or the Sexual Assault Response Team at (405) 615 -0013 (24/7) to report an incident. To learn more about Title IX, please visit the Institutional Equity Office's website at <http://www.ou.edu/content/eoo.html>

## **Course Policies**

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: <http://www.goou.ou.edu/>

## INSTRUCTOR VITA

**Aparna Mitra, Ph.D.**

### Education

Ph.D., Political Economy, University of Texas at Dallas

### Current Positions

- Presidential Teaching Fellow in Honors College, 2016-18
- Associate Professor of Economics, Department of Economics, University of Oklahoma
- Director, Advanced Program in Economics, Department of Economics, University of Oklahoma

### Frequently Taught Advanced Programs Courses

- ECON 5990 Labor Economics
- ECON 5990 Economics as Public Policy
- ECON 5990 Discrimination in Labor Markets
- ECON 5033 Managerial Economics I
- ECON 5990 Poverty, Income Inequality, and Public Policy

### Major Areas of Teaching and Research Interest

- Labor Economics
- Economic Development
- Economics of Race and Gender
- Gender and Labor Markets in Developing Countries
- Economics of Aging
- Economic Development in India

### Representative Publications and Presentations

- "Son Preference in India: Implications for Gender Development," *Journal of Economic Issues*, December, 2014
- "Indian Gaming in Oklahoma: Implications for Community Welfare," with Nicholas Moellman, *Journal of Socio-Economics*, 45, 2013
- "Gender Inequality and the Spread of HIV-AIDS in India," with Dipanwita Sarkar, *International Journal of Social Economics*, Issue 6, 2011
- "Demographics of the Sandwich Generation by Race and Ethnicity in the United States," with Tiffany Cravey, *Journal of Socio-Economics*, forthcoming, 2011
- "Demographics and living arrangements of the minority elderly in the United States," with Mark C. Bicket, *Applied Economics Letters*, Volume 16, Issue 10, July 2009
- "The Paternity Leave in Iceland: Implications for gender equality in the labor market," with Bjorn Thor Arnarson, *Applied Economics Letters*, October 2008
- "The Status of Women among the Scheduled Tribes in India," *Journal of Socio-Economics*, Vol. 37, Issue 3, June 2008
- "Trends in Literacy Rates and Schooling among the Scheduled Tribe Women in India," with Pooja Singh, *International Journal of Social Economics*, Vol. 35, Issue 1&2, February, 2008
- "Human Capital Attainment and Gender Empowerment: The Kerala Paradox," with Pooja Singh, *Social Science Quarterly*, Vol. 88, No. 5, December, 2007
- "Human Capital Attainment and Women's Status in the Labor Market: The Kerala Puzzle," with Pooja Singh, *Journal of Economic Issues*, Vol. XL, No. 3, 2006
- "Access to Supervisory Jobs and the Gender Wage Gap among Professionals," *Journal of Economic Issues*, Vol. 37, No. 4, 2003

### **Conference Presentations**

- “Intimate Partner Violence and Women’s Mental Health in India,” Southern Economic Association, November 2013
- “Son Preference in India: Implications for Gender Development,” 14<sup>th</sup> World Congress of Social Economics, Glasgow, Scotland, June 2012
- “Single Mothers and the Contributions of Nonresidential Fathers,” Southern Economic Association, Washington, DC, November 2011
- “Gender Violence and Women’s Mental Health in India,” 13<sup>th</sup> World Congress for Social Economics, Montreal, Canada, June 2010
- “Gender Inequality and the Spread of HIV/AIDS in India,” Southwestern Economics Association, Houston, April 2010
- “The Aging Population in India,” Southern Economic Association, Washington, D.C., November 2008

### **Representative Honors and Awards Received**

- Presidential Teaching Fellow in Honors, 2016-18
- Regents’ Award for Superior Teaching, 2016
- Patten Award for Outstanding Teaching in the Humanities, College of Arts and Sciences, 2013
- Outstanding Undergraduate Economics Professor, Department of Economics, 2011
- Most Inspiring Faculty, OU Athletes, 2011
- Presidential “Dream Course” Award, University of Oklahoma, 2009
- Presidential Faculty Mentor, University of Oklahoma, fall, 2008, 2009

### **Major Professional Affiliations**

- Association for Social Economics
- Society for the Advancement of Behavioral Economics
- Southwest Regional Director, Association for Social Economics, 2010-
- President, Southwestern Economics Association, 2004-2005