



# EXTENDED CAMPUS

COLLEGE of PROFESSIONAL  
and CONTINUING STUDIES

## **ECON 5033-102: Managerial Economics I**

### **Course Description:**

The course emphasizes practical applications of economic theory and techniques to solve business problems. The major topics to be covered include demand analysis, consumer behavior, production and cost analysis, optimal output and pricing decisions in alternative industry structures, strategic behavior in the oligopoly market, risk analysis and managerial incentives, auctions and negotiations. Real world examples will be utilized to demonstrate the theoretical models developed in class.

### **Class Dates, Location and Hours:**

Dates: June 18 – 24, 2018

Location: Washington, D.C. Liaison Office - 2189 Crystal Plaza Arcade, Arlington, VA, 22202.

Hours: Monday - Friday 6:00 p.m.-9:30 p.m.; Saturday 8:00 a.m.-4:30 p.m.; Sunday 8:00 a.m.-12:00 p.m.

Last day to enroll or drop without penalty: May 20, 2018

### **Site Director:**

Email: [apwashington@ou.edu](mailto:apwashington@ou.edu). Phone: 703-418-4800.

### **Professor Contact Information:**

Course Professor: Daniel Nedelescu, Ph. D.

Mailing Address: 308 Cate Center Drive  
Room 323  
Norman, OK, 73072

Telephone Number: (405) 325-4353

Email Address: [dnedelescu@ou.edu](mailto:dnedelescu@ou.edu)

Professor availability: The professor will be available via email 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@fheg.follett.com](mailto:0831mgr@fheg.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 4p.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.

1. Allen, W.B., Weigelt, K., Doherty, N.A., & Mansfield, E. (2013). *Managerial economics: Theory, applications, and cases* (8<sup>th</sup> ed.). New York: W.W. Norton. ISBN 9780393912777.

- Materials posted on the OU Canvas learning management system: Access Canvas at <https://canvas.ou.edu>, enter your OU NetID and password, and select course to access material. If you require assistance with Canvas, please click on the Help icon. You can search the Canvas guides, chat with Canvas support, or contact OU IT. **Please note that slides containing a synopsis of the material will be posted on Canvas 30 days before class starts.**

**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 course will:

- equip students with analytical tools used in decision making and in the solution of business problems.
- demonstrate how managers can apply the economic concepts and models to real-world problems;
- discuss economic issues and possible economic policies which can be used to solve them; and
- analyze firm and industry behavior using case studies and/or empirical studies.

### Course Outline:

- Introduction to Managerial Economics: Chapter 1.
- Demand and Forecasting: Demand Theory, Consumer Behavior and Rational Choice, Estimating Demand Functions, and Business Economic Forecasting; Chapters 2, 3 and 4.
- Production and Cost: Production Theory, Technological Change and Industrial Innovation, Analysis of Costs; Chapters 5 and 6.
- Market Structure Strategic Behavior and Pricing: Perfect Competition, Monopoly and Monopolistic Competition, Oligopoly, Price Discrimination, Bundling, Game Theory, Auctions; Chapters 7, 8, 9, 10, 11, 12 and 13.
- Risk Analysis and incentives: Risk Analysis, Principal-Agent issues; Chapters 14 and 15.

### Assignments, Grading and Due Dates:

#### Homework:

I recommend that the students try to work through the following problems from each assigned chapter. We will discuss selectively some of them in class. Students could also bring up economic news articles and relate them to the material taught in class. Their contribution to these discussions will determine **15% of their final grade.**

Assigned Chapter	Problems
Chapter 2	3, 5, 7, 10
Chapter 3	1, 7, 8, 9
Chapter 4	1, 5, 9, 12
Chapter 5	1, 3, 7
Chapter 6	4, 6, 9
Chapter 7	1, 3, 4, 5, 6
Chapter 8	1, 3
Chapter 9	2, 5
Chapter 10	2

Assigned Chapter	Problems
Chapter 11	2, 3
Chapter 12	All
Chapter 13	All

**Other In-class Assignment:**

The students will have to do a study of a real-world problem of interest to them. They will have to discuss this problem using the analytical tools learned in the course. The analysis could be based on articles from the Wall Street Journal or other sources discussing an economic issue. I encourage everyone to look into google scholar to find research scientific articles to complement their readings. The presentation of the analysis in class will determine **20% of the grade. The presentation should be designed to last 15 minutes and should be providing scientific rationale for the conclusions based on your readings.**

**Exam:**

The final exam will be worth **65% of the grade. It will be based on multiple choice questions.**

**Due Dates:**

The students should read relevant material beforehand. They should also look for a real world economic issue of interest to them ahead of time that they could discuss in the classroom.

**Grading:**

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

**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 making 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

**Daniel Nedelescu, Ph.D.**

### Education

- Ph.D. in Economics: Purdue University, West Lafayette, IN, 2013.
- MS. in Economics: Central Michigan University, Mount Pleasant, MI, 2008.
- MS. in Mathematics: University “Politehnica”, Romania, 2005.
- BS. in Economics: Academy of Economics Studies, Romania, 2003.

### Current Positions

2013 – Present: Lecturer, University of Oklahoma, OK, USA.

### Major Areas of Teaching and Research Interest

- Industrial Organization
- Experimental Economics
- Behavioral Economics
- Arbitration Mechanisms
- Microeconomics

### Working papers

- “Price Structure in a Two-Sided Market – An Economic Experiment” (under review)
- “Alpha-Final Offer Arbitration and Risk Preferences” (under review)
- “Strategic Agents in Two-Sided Markets” (with Qihong Liu, and Gu Ji - under review)
- “Fairness and Arbitration Mechanisms”

### Working papers

- “The effects of a larger contract zone under arbitration” (with Georgia Kosmopoulou)
- “Horizontal Product Differentiation in Two-Sided Markets”
- “Specific Barriers to Entry for a Firm in a Two-Sided Market”

### Representative Honors and Awards Received

- *Purdue Research Foundation Grant* – 2011-2012 for the paper “Price Structure in a Two-Sided Market – An Economic Experiment”
- *Krannert Certificate for Distinguished Teaching* (Principles of Macroeconomics) - Summer 2010
- *Krannert Certificate for Outstanding Teaching* (Principles of Macroeconomics) – Spring 2011

### Teaching Experience

ECON 5123 – Advanced Price and Welfare Theory - (PhD level) – Fall 2013, 2014, 2015  
ECON 5033 – Managerial Economics I – (Master level) – Fall 2017  
ECON 4970 – Behavioral and Experimental Economics – Spring 2016, Fall 2016, Spring 2017  
ECON 4313 – Industrial Organization – Fall 2013  
ECON 3713 – Governmental Relations to Business – Fall 2014, Spring 2016, Spring 2017  
ECON 3113 – Intermediate Microeconomics – Spring 2014, Fall 2016, Fall 2017  
ECON 2843 – Business Statistics – Spring 2015, Fall 2015  
ECON 1123 – Principles of Microeconomics – Spring 2014