

Oakland University
Department of Economics
Course Syllabus
Economics for Managers
ECN 5210 CRN 14683
Winter 2018

Instructor: Dr. Zeina Alsalman
Office: 332D Elliott Hall
Email: alsalman@oakland.edu
Office Hours: T, 12PM-1PM & 5PM-6PM or by appointment
Class Time: T, 6:30 PM-9:20 PM
Classroom: 190 Hannah Hall

Required Textbook:

Besanko, David, et al. (2016). *Economics of Strategy*, 7th Edition. NJ: John Wiley & Sons Inc.

Course Description

Economics for Managers is a core course in the OU School of Business Administration MBA program. Prerequisites are principles of micro and macroeconomics, and QMM 5100. The catalog course description is: explores microeconomic topics of importance to managerial decision-making.

This course is designed to apply the fundamentals of micro theory to management decision-making. A manager's most important goal is to enhance profitability. Understanding how a firm's production and price decisions and competitive advantage are influenced by its internal and external economic environment is critical to effective managerial decision-making.

The key content areas are:

1. The boundaries of the firm including a framework for analyzing the Make vs. Buy decision.
2. Understanding customers, pricing, competitors, industry analysis, entry and exit, information, and competitive advantage using economic concepts.

Grading

Reflection Essay (Group Project)	10 pts
Scholarly Research in Economics	10 pts
Discussion Forums	40 pts
Midterm Exam	20 pts
Final Exam: (April 24, 2018)	20 pts

Success in the Course

Communication is very important and key to your success! Please keep me informed of any difficulties you are experiencing before it becomes too late, and feel free to ask questions during the course lectures. Also, try to come prepared for class by reading or skimming the material we will discuss in class. It is also a good idea to have a detailed second reading after the class, paying particular attention to the concepts emphasized in the lecture. If you have particular questions you are welcome to come to my office hours listed above. In addition, you can reach me by email virtually anytime.

Course Flexibility

This syllabus provides a general set up for the course. I reserve the right to make periodic changes to content, requirements, and schedule to accommodate the needs of the class. All changes will be announced in class, and/or by e-mail. It is students' responsibility to check their e-mail on a regular basis. Confirm at the beginning of the semester that you are receiving e-mails for this course. If there are any questions not answered in this syllabus, or if anything in the syllabus is unclear, please contact me.

Reflection Essay

Write a brief essay describing how 4 concepts, theories in the course will be of value in your career.

Scholarly Research in Economics

The journal assignment is designed to introduce you to scholarly research in economics. You are to prepare a brief 1 or 2 paragraph summary of three recent research articles in economics that cover a topic in the course and then discuss the practical managerial implications of each article.

Journals must be academic referred journals in economics. One source of journal articles are those in the End Notes for each textbook chapter, make sure it is a journal article. Another source is the Journal of Economic Literature that has journal article abstracts by subject area. The business reference librarian can also be of assistance. Topics are those discussed in the class and textbook.

The format is:

Statement of Topic, Journal Article Citation and under each citation a brief summary of the journal article, and after all three journal articles and summaries a discussion of the Practical Managerial Implications from the three journal articles. Citation must follow acceptable format. Reference Works program available on the Library web site is an excellent approach to building a bibliography of references. I highly recommend becoming familiar with Reference Works program.

The grade of the project depends upon (1) the clearness of the explanation and (2) the deepness of thinking.

A projected course outline is given below. While considerable effort will be made to stick to this outline some modifications may be necessary and I will notify the class in such situations.

ECN 521 MBA COURSE SCHEDULE for Winter, 2018

DATE	TOPIC	ASSIGNMENT
[WEEK 1] January 9	INTRODUCTION OVERVIEW OF COURSE BASIC ECONOMIC CONCEPTS	BESANKO, PRIMER & CHP 1 BIOGRAPHY FORUM
[WEEK 2] January 16	HORIZONTAL BOUNDARIES OF THE FIRM	BESANKO, CHP 2
[WEEK 3] January 23	VERTICAL BOUNDARIES OF THE FIRM	BESANKO, CHP 3 & 4 MAKE V. BUY FORUM
[WEEK 4] January 30	COMPETITORS AND COMPETITION	BESANKO, CHP 5 MARKET STRUCTURE FORUM
[WEEK 5] February 6	ENTRY AND EXIT	BESANKO, CHP 6
[WEEK 6] February 13	PRICING AND STRATEGIC COMMITMENT	BESANKO, CHP 7
[WEEK 7] February 27	INDUSTRY ANALYSIS MIDTERM EXAM	BESANKO, CHP 8 FORCES SHAPING

		COMPETITION FORUM
[WEEK 8] March 6	COMPETITIVE ADVANTAGE	BESANKO, CHP 9 COMPETITIVE ADVANTAGE FORUM
[WEEK 9] March 13	INFORMATION AND VALUE CREATION	BESANKO, CHP 10
[WEEK 10] March 20	SUSTAINING COMPETITIVE ADVANTAGE	BESANKO, CHP 11
[WEEK 11] March 27	PERFORMANCE MEASUREMENT AND INCENTIVES	BESANKO, CHP 12
[WEEK 12] April 3	STRATEGY AND STRUCTURE	BESANKO, CHP 13
[WEEK 13] April 10	ENVIRONMENT, POWER AND CULTURE	BESANKO, CHP 14 REFLECTION ESSAY Scholarly Research in Economics
[WEEK 14] April 17	Wrap up	
[WEEK 15] April 24	Final Exam	7-10PM Regular Classroom

Academic Conduct and Consequences

The intention of the instructor of this course is to provide a learning experience that will help prepare the students for the professional business world and the ranks of those who will have responsibility for the conduct of business in a highly competitive market. Given that intention, the tone of the class will be set at a professional level with respect for the individuals in the class and the process of learning. Debate and questioning is an important part of the class, but these activities are not meant to demean or attack students. Any students who do not participate in the class in a professional and courteous manner may be assured that the instructor will pursue university approved means to either improve the student's behavior or remove the student from the course.

Additionally, the guideline of academic honesty is very important to this course. Any instance of plagiarism or cheating during the course that is discovered by the instructor will result in a full pursuit of the university's punishments and consequences for such behavior. Plagiarism includes the submission of a report or paper, which has been previously graded in another course, even though the original author may be submitting the report. The Oakland University policy on academic conduct will be strictly followed with no exceptions. Violations will not be tolerated and may result in penalties up to and including expulsion from the University.

Oakland University policy on the academic conduct of graduate students can be found on page 24-25 of the Graduate Catalog:

<http://www2.oakland.edu/grad/grad2/catalog/ougradcatalog2005.pdf>.

Exam policy

No make up exam (in case of an emergency, please provide doctor's note or any other proof).

Standardized Grade Scale

90 - 100 %:	A
80 - 89 %:	B
70 - 79 %:	C
60 - 69 %:	D
0 - 59 %:	Fail

*You must complete the final exam in order to pass the course.

This syllabus is subject to change. You will be notified in class of any revisions.