

ECON 308-002
Managerial Economics and Strategy
Spring 2013

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Office Hours: TR, 1:45P-2:45P; R, 6:00P-7:00P, or by appointment.
Location: Enterprise Hall, 3rd Floor, Economics Department
Class Times: R, 7:20P-10:00P
Class Room: PLANET 127 (Planetary Hall, Fairfax Campus)
No Classes:¹ Spring Break (Mar. 11th—Mar. 17th)
Final Exam:² Thursday, May 9th, 7:30P-10:15P

Course Objectives

This course studies firm management and industrial organization from an economics perspective. We explore factors that shape firms and industries. Some key topics are horizontal integration (how large firms are in a given market), vertical integration (make or buy?), competition (or the lack thereof)/game theoretic issues (collusion, competitive tactics), and principal-agent problems.

Enrollment Info

Prerequisite(s):

- ECON 306 (Intermediate Microeconomics)
 - NOTE: Some calculus will be used in this course.
 - Students are responsible for verifying their enrollment in this class.
 - Schedule adjustments should be made by the deadlines published in the Schedule of Classes.
- Last day to ADD/DROP:** Tuesday, Jan. 29th
- Last day to WITHDRAW (33% tuition penalty):** Tuesday, Feb. 12th
- Last day to WITHDRAW (67% tuition penalty):** Friday, Feb. 22nd
- After the last day to drop a class, withdrawing from this class requires the approval of the dean; this option is permitted for nonacademic reasons only.
 - Undergraduate students may choose to exercise a selective withdrawal. See the Schedule of Classes for selective withdrawal procedures.
- If you have taken this course with me before; you are not eligible to take the course with me again.

Textbooks*

Required Textbook:

1. **Besanko, Dranove, Shanley, and Schaefer.** *Economics of Strategy*, 6th ed. Wiley, 2012.

Recommended Textbooks:

1. **Dixit and Nalebluff.** *The Art of Strategy*. W.W. Norton & Co., 2008.
2. **Morris, Charles.** *The Tycoons*. Owl Books/Henry Holt and Company, LLC, 2005.

*I reserve the right to assign additional readings for the class. If there are any they will be relatively short and available at zero monetary cost.

¹ <http://registrar.gmu.edu/calendars/2013Spring.html>

² <http://registrar.gmu.edu/calendars/2013SpringExam.html>

Grading

There will be 3 exams:

Exam #1 counts for (1/3) of final grade—late February/Early March

Exam #2 counts for (1/3) of final grade—early/mid-April

Exam #3 counts for (1/3) of final grade—Thursday, **May 9th**

The final exam is not cumulative.

Final grades:

A+ (100-97)	A (96-93)	A- (92-90)
B+ (89-87)	B (86-83)	B- (82-80)
C+ (79-77)	C (76-73)	C- (72-70)
D (69-60)	F (59-0)	

The honor code is in full-effect. If you are caught cheating or foraging your attendance you will be punished to the severest extent possible.

Do not miss the exams. If you do, I reserve the right to assign a different exam. I require a valid excuse for any missed exams. Valid means a documented illness or a death in the family.

I will take attendance in most classes. I will add two percentage points to your final grade, if your attendance rate is greater than or equal to the median attendance rate for the class.

Attendance FAQ:

Q: I'm going to be here for half the class, can I get attendance?	A: No.
Q: I have an excused absence, can I get attendance?	A: No.
Q: I'm (on) vacation, sick, lazy, etc. but I want attendance points, can I have them?	A: No.
Q: I was close to having the attendance points but I fell short, can I have them?	A: No.
Q: The final grades are posted—I didn't qualify for the attendance, can I have them?	A: No.

Basic concept: You need to attend the full class to receive a mark for attendance.

Students with Disabilities

If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Resources at 703-993-2474. All academic accommodations must be arranged through that office. Once such arrangements are determined please contact me so I can implement them.

Additional

- Feel free to contact me with any questions or comments.
- Feel free to ask questions in class. "There's-no-such-thing-as-a-stupid-question" policy is in effect.
- Please turn off/silence all cell phones before class begins.
- GMU uses only Mason e-mail accounts to communicate with enrolled students. Students must activate their Mason e-mail account, use it to communicate with their department and other administrative units, and check it regularly for important university information including messages related to this class.