

COURSE INFORMATION

Course title:	Foundations of Managerial and Business Economics		
Course code:	BAPA 560	Credits:	1.5
Session, term, period:	2021W2, Period 3	Class location:	HA 132
Section(s):	301	Class times:	Dates: Feb. 6, Feb. 27, March 13 Time: 8:30am - 4pm
Course duration:	Feb. 6 to March 27, 2022	Pre-requisites:	n/a
Division:	Strategy & Business Econ.	Co-requisites:	n/a
Program:	PMBA		

INSTRUCTOR INFORMATION

Instructor:	Isaac Holloway, Ph.D.		
Phone:	604-827-2037	Office location:	HA 272
Email:	isaac.holloway@sauder.ubc.ca	Office hours:	TBA

COURSE DESCRIPTION

The purpose of this course is to help students understand key ideas in microeconomics and how they can be applied to managerial business problems. The course develops capacity to analyze an organization's economic environment, to understand the constraints this environment places on the organization's pursuit of its goals, how these constraints may change with time, and to apply economic reasoning to decision making. The course will discuss the following topics:

- Market equilibrium; supply and demand.
- How do firms learn about market demand?
- How can firms price their products effectively?
- How do firms interact strategically with others?
- How do firms and governments interact in the presence of environmental and other externalities?
- How does uncertainty affect decision-making and market outcomes?

COURSE FORMAT

This course will comprise readings, lectures, discussion, and exercises. Evaluation will entail online quizzes, a group essay assignment, and a final exam.

LEARNING OBJECTIVES

After successfully completing this course, students should be able to:

- Apply economic principles to solve a range of managerial problems;
- Determine optimal production levels and prices for a profit-maximizing firm operating in different market structures, and explain the effect of market structure on the firm's potential profits;
- Show how a firm with market power can use advanced pricing strategies to increase profit;
- Use game theory to analyze strategic interactions among firms;
- Understand the economics of multi-sided platform businesses;
- Understand how public policy can influence firm behaviour to correct for market failures;
- Explain how information asymmetries can lead to market failure.

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Group project	20%
Quizzes (3 x 10%)	30%
Final exam	50%
Total	<u>100%</u>

Details of Assessments

Group Project (20%)

Group essays are intended to further your understanding of how firm behavior and market outcomes are informed by economic principles and public policy in real-life applications. Essays will be written by teams of four students, who can collaborate on the research, discussion, and writing. I will form teams on Canvas. Each essay should be 1750 (+/- 150) words (plus figures and references). Teams may choose their topic.

Grades will be based on the economic content, the quality of the analysis, and the quality of communication. Grades will be out of 20 points. See Canvas for more details.

Quizzes (30%)

There will be three online quizzes, to be completed after each of the three weekend sessions. The quizzes will be worth 10% each and will be based on only the material covered in the preceding session.

Final Exam (50%)

The final exam will include both quantitative and qualitative questions. It will consist of multiple choice and short-answer questions. Partial credit will be granted for answers to the short-answer questions that show evidence of learning even if the answer is incorrect or incomplete.

LEARNING MATERIALS

Required: All readings will be available on Canvas. There will be a mix of textbook, lecture note, and applied readings. The textbook readings are excerpted from:

- i. Jeffrey M. Perloff and James A. Brander: *Managerial Economics and Strategy*, 2nd edition, Pearson, 2017;
- ii. James A. Brander: *Government Policy Toward Business*, 5th edition, Wiley, 2014;
- iii. D. Curtis and I. Irvine: *Principles of Microeconomics*, Lryrx, 2020 - A. [[Link to PDF](#)]

Estimated cost of required materials: \$0

Additional recommended materials:

For those of you looking to get a jump on some of the material, you might find the following optional online resource helpful.

Marginal Revolution University Principles of Economics: Microeconomics

I recommend viewing the videos and completing the short set of practice questions after each one.

<https://mru.org/principles-economics-microeconomics> (scroll down for videos by chapter)

Recommended viewing for Session 1

Chapter 1: Supply and Demand ~70 minutes

The Demand Curve: 3:30
The Supply Curve: 2:54
The Equilibrium Price and Quantity: 4:50
A Deeper Look at the Demand Curve: 7:47
The Demand Curve Shifts: 14:00
A Deeper Look at the Supply Curve: 7:30
The Supply Curve Shifts: 12:15
Exploring Equilibrium: 5:35
Does the Equilibrium Model Work?: 8:00
Supply and Demand Terminology: 3:55

Chapter 3: Elasticity ~35 minutes

Elasticity of Demand: 13:36
Calculating the Elasticity of Demand: 15:52
Office Hours: Elasticity of Demand: 4:22

Chapter 11: Monopoly ~35 minutes

Maximizing Profit Under Monopoly: 11:10
Office Hours: Calculating Monopoly Profit: 5:48
The Monopoly Markup: 8:54
The Costs and benefits of Monopoly: 8:39

Chapter 12: Price Discrimination ~40 minutes

Introduction to Price Discrimination: 9:40
The Social Welfare of Price Discrimination: 8:03
Tying: 6:47
Bundling: 15:28

Recommended viewing for Session 2

Bonus Topics: Game Theory ~5 minutes

Recommended viewing before Week 3

Chapter 8: Externalities ~50 minutes

An Introduction to Externalities: 12:14
External Benefits: 7:31
Command and Control Solutions: 9:18
The Coase Theorem: 8:15
A Deeper Look at Tradable Allowances: 6:00
Externalities and Incentives: The Economics of COVID: 5:57

Chapter 15: Asymmetric Information ~30 minutes

Asymmetric Information and Used Cars: 2:29
Asymmetric Information in Health Insurance: 7:30

Moral Hazard: 4:09

Solutions to Moral Hazard: 5:54

Signaling: 6:45

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

In-Person Regulations

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

On-Line Lecture Regulations

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another program/website for an in-class activity. Feedback from students indicates that personal devices are the number one distraction from effective learning and participation in the online learning environment.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at: <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

Academic Freedom and Students Studying from Outside Canada

During this pandemic, the shift to online learning has greatly altered teaching and studying at UBC, including changes to health and safety considerations. Keep in mind that some UBC courses might cover topics that are censored or considered illegal by non-Canadian governments. This may include, but is not limited to, human rights, representative government, defamation, obscenity, gender or sexuality, and historical or current geopolitical controversies. If you are a student living abroad, you will be subject to the laws of your local jurisdiction, and your local authorities might limit your access to course material or take punitive action against you. UBC is strongly committed to academic freedom, but has no control over foreign authorities (please visit <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,33,86,0> for an articulation of the values of the University conveyed in the Senate Statement on Academic Freedom). Thus, we recognize that students will have legitimate reason to exercise caution in studying certain subjects. If you have concerns regarding your personal situation, consider postponing taking a course with manifest risks, until you are back on campus or reach out to your academic advisor to find substitute courses. For

further information and support, please visit: <http://academic.ubc.ca/support-resources/freedom-expression>

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ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the x̣ṃəθḳʷəỵəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

*P/B refers to Perloff and Brander (available on Canvas LOCR)

Session	Topic	Readings	Assessments due
1a – Feb. 6 AM	Supply & Demand; Elasticity; Surplus and Efficiency	Lyryx: 3.1-3.9 Lyryx: 4.1-4.2, 4.7-4.8 Lyryx: 5.2-5.3	
1b – Feb. 6 PM	Pricing with Market Power: Monopoly, Price Discrimination, and Advanced Pricing Strategies	MRU: Monopoly P/B Ch. 10.1-10.6	Quiz 1 due Feb. 20
2a – Feb. 27 AM	Game Theory and Business Strategy	Custom Lecture Note	
2b – Feb. 27 PM	Multi-Sided Platforms	Hagiu 2013	Quiz 2 due March 6
3a – March 13 AM	Externalities and Environmental Economics	Brander Chapter 9	
3b – March 13 PM	Risk preferences and Insurance; Asymmetric Information: Adverse Selection and Agency Relationships	“Secrets and Agents”	Quiz 3 due March 20 Essay due March 20
March 27	Final Exam		Exam: March 27