

Office Location	DMH 214
Telephone	
Email:	sanchita.mukherjee@sjsu.edu
Office Hours	By appointment
Class Days/Time	MW 1:30pm ±2:45pm
Classroom	DMH 348
Prerequisites	ECON1B or its equivalent

Course Description(Required)

Applications of economic analysis to practical problems in the private and public sector. Demand and cost analysis, market structure, statistical estimation, and forecasting; case studies

Course Learning Outcomes(CLO) (Required)

To develop and apply knowledge and understanding of how organizations function in the public and private sector. This course fits into the following Department of Economics program learning objectives (PLO).

PLO 1: Microeconomics

PLO 4: Specialist Area (Policy Economics, Finance, Data Analysis)

PLO 5: Communication

Upon successful completion of this course, students will be able to:

CLO 1: Explain the relationship and relevance of separate kinds of costs in decision making.

CLO 2: Explain how managers estimate demand and supply relationships and apply those estimates in common business contexts.

CLO 3: Apply economic analysis to pricing strategy issues and understand the broader socioeconomic context of pricing decisions.

CLO 4: Explain the reasons for the emergence of firms, the factors that limit the size of the firm, and how the principal-agent problem affects firm performance.

CLO 5: Understand and explain the different rationales for, and contexts in which political authorities may intervene in markets and their intended and unintended impacts on business decisions.

CLO 6: Better understand and explain the broader institutional context in which entrepreneurs create value, EXVLQHVV ILUPV RSHUDWH DQG SROLF\PDNHUV¶ LPSDFW HFRQ

Required Texts/Readings(Required)

Textbook

Managerial Economics & Business Strategy by Michael R. Baye and Jeffrey T. Prince
(Mcgraw-

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc.
Refer to the current seme

or see me during office hours [Presidential Directive 903](http://www.sjsu.edu/president/docs/directives/PD_1097.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1097.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center \(AEC\)](http://www.sjsu.edu/aec) at <http://www.sjsu.edu/aec> to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

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Tentative Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/27	Introduction, Syllabus, Basics
1	1/29	Math Review
2	2/3	Chapter 1 Fundamentals
2	2/5	Chapter 1 Fundamentals Quiz 1
3	2/10	Chapter 2 Demand and Supply
3	2/12	Chapter 2 Demand and Supply
4	2/17	Chapter 3 Quantitative Demand Analysis

Week	Date	Topics, Readings, Assignments, Deadlines
11	4/6	Midterm 2 Review
12	4/8	Midterm 2 (in class)
12	4/13	Chapter 8: Perfect Competition and Monopoly
13	4/15	Chapter 8 Perfect Competition and Monopoly
13	4/20	Chapter 9 Game Theory and Oligopoly
14	4/22	Chapter 9 Game Theory and Oligopoly Quiz 5
15	4/27	Chapter 11: Price Discrimination
16	4/29	Chapter 11: Price Discrimination
17	5/4	Chapter 11: Limit Pricing
18	5/6	Case Study Quiz 6
19	5/11	Final Review
Final Exam	5/18	DMH 348, 12:15pm ±2:30pm