Course Description/Objective
This course will help you understand and practice the skills of applying economic analysis to management decision making. You will learn how the firm reaches its objectives in the most efficient manner. You will study the application of analytical tools and microeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanisms.

BSBA Program Goals
BSBA students will graduate being:
- Effective Communicators
- Critical Thinkers
- Able to Analyze Ethical Problems
- Global in their perspective
- Knowledgeable about the essentials of business

Fin 321 contributes to these goals through its student learning outcomes:

At the end of this course students should be able to:
1. Use stylized examples; determine if a company is optimally employing available resource.
2. Calculate demand elasticity from demand equations.
3. Categorize economic costs.
4. Contrast the decision-making process across industries characterized by pure competition, monopolies, and oligopolies.
5. Illustrate common pricing strategies.
6. Give examples of the government ensuring the legal behavior of firms.

Course Materials
All students will need the required text:

The course website will be a vital resource for class materials. Slides will be posted the Sunday evening before the next lecture and additional handouts will be posted there or passed out during class. All assignments, grades, select answer keys and other resources will be posted there too.

Students will be responsible for all related course materials, assigned readings, course handouts, slides and anything discussed in class.
Grading
Your grade will be determined by a number of different factors. Due to the structure of this course, staying current with course material is crucial, thus the assignments and grading will reflect the importance.

**Homework- 15%**
- Two homework (problem set) assignments, and one assignment that will be discussed later in the term.

**Quizzes- 10%**
- Four quizzes, lowest quiz score will be dropped. I will announce during class the week before the quiz will be given.

**Attendance- 5%**
- This will be determined by attempting the quiz/midterm, or through another form of verification.

**Midterm Exam- 30%**
**Final Exam – 40%**
- Final exam will be comprehensive but weighted towards post midterm material

In keeping with the SDSU Finance Department guidelines for upper division undergraduate courses, it is expected that the average course grade will be approximately 2.6 (ranging between 2.2 and 2.9, depending on the overall class performance). Students above or below the average class performance will earn course grades that reflect their relative performance.

Undergraduate grades shall be: A, outstanding achievement; B, praiseworthy performance; C satisfactory performance; D, minimally passing and F, failing. The grade for average undergraduate achievement shall be C.

**Exam and Quiz Policy**
Everyone will take the exam/quiz on the given date. There are no make-ups for the midterm exams. If you miss the midterm exam, no matter what the excuse is, the weight of that midterm will be shifted to the final exam. If you do not take the final, you will get zero points from the final exam and will have a difficult time passing the course. There is no weight shift for the final exam. The final will be a cumulative exam.

The midterm will be given at the beginning of class, and then class will continue after a long break.

Strict rules of conduct will be observed for each examination. You will be expected to arrive on time, conduct yourself professionally during the examination, and respect your fellow classmates.

**Class Participation**
I am a firm believer in an interactive class and participation is a key element to a successful course. Though it is tough to grade "participation", I will encourage students to voice their opinions and questions. An involved class leads to a greater understanding of the topic. Don't be shy!

I strongly encourage you to read credible financial/economic news. I will reference major themes or even point out specific articles that will assist in your understanding of the course material. Being able to synthesize news and determine how it could affect different industries or
management decisions is a valuable part of this class. I recommend several sources, Bloomberg (they have a great free iPad app), Wall Street Journal, Economist, etc.

**Course Conduct and Academic Integrity**
I expect all students to abide by the highest standard of academic integrity. Dishonest students penalize the honest ones, thus I take great efforts to maintain an honest environment. Cheating on exams/quizzes or copying assignments will be taken very seriously. Students found in violation of university policy will be referred to the proper authorities. I don’t want to dwell on this subject, so let’s just leave it at a zero tolerance policy.

The classroom should be treated as a collaborative learning environment. Mutual respect for all students is expected.

**Course Schedule**
We will be covering a large amount of material during the term. You are responsible for everything in the required chapters/sections. We might not be able to cover everything in each required chapter during class. We will move fast at times and will dive deeper into very rich topics. The schedule may change as necessary.

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<th>Topic</th>
<th>Course Activity</th>
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<td>Introduction</td>
<td>Ch. 1 and 2</td>
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<td>September 1st</td>
<td>Demand Forecasting</td>
<td>Ch. 3- Demand Analysis</td>
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<td>September 8th</td>
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<td>September 15th</td>
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<td>September 22nd</td>
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<td>October 6th</td>
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<td>October 20th</td>
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<td>October 27th</td>
<td>Pricing and Output Decisions</td>
<td>Ch. 10- Prices, Output, and Strategy: Pure and Monopolistic Competition</td>
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<td>November 3rd</td>
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<td>Ch. 11- Price and Output Determination: Monopoly and Dominant Firms</td>
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<td>November 10th</td>
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<td>November 24th</td>
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<td>Ch. 14- Pricing Techniques and Analysis</td>
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<td>December 1st</td>
<td>Organizational Architecture and Regulation</td>
<td>Ch. 16- Government Regulation</td>
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<td>December 8th</td>
<td>Organizational Architecture and Regulation</td>
<td>Review and tying everything together</td>
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<td>December 15th</td>
<td>Organizational Architecture and Regulation</td>
<td><strong>Final Exam, 4-6pm, same location as lecture</strong></td>
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