



蘇州大學  
Soochow University

# Soochow University

## ECO 250 Management and Economics

Summer 2021

### Course information

**Course Credits:** 4

**Contact Hours:** 55 hours

**Class Time:** 8:30 - 10:20

**Instructor:** TBA

**Course Format:** Online

### Course Description

This course provides an overview of economic tools and analytic approaches available to the manager for business decision making. It includes such topics as pricing, forecasting, demand analysis, production and cost analysis and setting employee compensation and incentive schemes, and macroeconomic policy as it affects the business environment. The purpose of this course is to develop an economic perspective that is appropriate for students aspiring to manage business units or entire companies in a wide variety of industries.

### Prerequisite(s)

None



## Learning Objectives

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

1. Understand economies of scale, diseconomies of scale, economies of scope, and cost complementarities, and how each affects the cost of production;
2. Understand how game theory can be used to explain a number of business decisions;
3. Explain four different pricing practices such as discrimination, two part pricing, block pricing, commodity bundling, transfer pricing, and peak load pricing;
4. Explain how different employee compensation schemes influences employee incentives.

## Methodology

Methodology	Hours	Hours of work During class	Hours of work After class
Online Video	50	88 hours (60%)	
Online Forum Discussion	8		
Assessment	30		
Personal study	30		68 hours (40%)
Tasks	22		
Practical teaching preparation	10		
Bibliographic search	6		
<b>Total</b>	<b>156</b>	<b>88</b>	<b>68</b>

## Textbook(s)

William F. Samuelson, Stephen G. Marks, 2012, *Managerial Economics*, 7th edition.



## Tasks and Evaluation

2 Essays	20% (10% for each)
2 Assignments	20% (10% for each)
Midterm	25%
Final exam	35%

Students are required to attend online classes on the scheduled time. Missing classes without permission will lead to decrease in overall grade.

- Missing less than two classes: no penalty.
- Missing more than two classes: 7% will be taken off from the overall grade.

Online forum discussion is required. Students are required to post at least one question and answer at least one question on the forum weekly.

Online Tutorials are mandatory. Students will read and discuss academic articles provided. Students will also discuss the case studies for the week's lectures. Each Tutorial will be 1 hour.

All exams will be held online and the time of each exam will be limited to 1 hour. Exams must also be taken at the scheduled time. There will be no make-up exams

### Rating system:

#### 1. Assessment

ASSESSMENT ITEM	PERCENT OF FINAL GRADE
2 Essays	20% (10% for each)
2 Assignments	20% (10% for each)
Midterm	25%
Final exam	35%



## 2. Grading Scale

A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77
C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	

## Course Content

Week	Lesson	Content
1	1	Introduction to Economic Decision Making
	2	Decisions within Firms
	3	Demand Analysis and Optimal Pricing
	4	Optimal Decisions Using Marginal Analysis
	5	Estimating and Forecasting Demand
2	6	Production
	7	Cost Analysis <b>Essay 1</b>
	8	Competing within Markets
	9	Perfect Competition
	10	Monopoly <b>Assignment 1</b>
3	11	<b>Midterm Test</b>
	12	Oligopoly
	13	Game Theory and Competitive Strategy
	14	Regulation, Public Goods, and Benefit-Cost Analysis
	15	Decision-Making Applications



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4	16	The Value of Information <b>Essay 2</b>
	17	Asymmetric Information and Organizational Design
	18	Employee compensation
	19	Employee incentive schemes
	20	Bargaining and Negotiation <b>Assignment 2</b>
5	21	Linear Programming
	22	Game Theory
	23	Firm Interactions
	24	Final exam review
	25	<b>Final exam</b>



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## University Regulations and Services

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

Soochow University also highly respects students' accommodation for disabilities and religions. You might contact the Student Accessibility Office if you have any questions, concerns or if you would like to report any offensive behaviors.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.