

EMBA 5801 – Microeconomic Environment of Business

Mon 18:30 – 21:15 @ <https://zoom.us/j/99045600303?pwd=NVPeOFhQRU9sVm1YMFFsZjNmSnMzUT09>

Meeting ID: 990 4560 0303

Passcode: emba5801

Sat 09:30 – 12:15 @ <https://zoom.us/j/92334789860?pwd=ZWp1ZHhOTIRkYy9QOHQ0dktMV1oxQT09>

Meeting ID: 923 3478 9860

Passcode: emba5801

<b>Instructor:</b>	Dr. Seza Danişoğlu
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<b>Office Hours:</b>	By appointment
<b>Course Web Page:</b>	TBA
<b>Course Description:</b>	
<p>1. To acquaint you with the concepts of economic optimization, demand and supply analysis, production and cost analysis, and market structure analysis.</p> <p>2. To introduce you to the world of managerial decision making with the help of the knowledge of economics. Today, successful management depends more and more on an ability to improve <u>resource use</u> in all types of organizations. This course emphasizes the nature of the decision process geared at attaining the goal of better resource use and the role that economic analysis plays in this process.</p>	
<b>Course Student Learning Objectives: (CSLO)</b>	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p><b>Course Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. Develop skills in economic optimization by making use of basic calculus concepts</li> <li>2. Understand the concepts and determinants of demand, supply and market equilibrium</li> <li>3. Understand the concept of elasticity and its applications in economics</li> <li>4. Understand the production and cost concepts and their significance in profit maximization</li> <li>5. Understand the need for analyzing the nature of a firm's competitive environment</li> <li>6. Understand the different market mechanisms at play in competitive markets</li> <li>7. Understand how goods and services are priced under different competitive structures</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>10. Recognize how managerial economics is useful in making the best managerial decisions</li> <li>11. Understand the concepts of scarce resources and constrained optimization</li> <li>12. Identify the interaction between microeconomics concepts and the core business functions</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>13. Develop problem solving skills</li> <li>14. Develop writing and discussion skills</li> <li>15. Learn to apply the abstract concepts learned in the classroom to everyday decisions made by people and organizations</li> </ol>	
<b>Learning and Teaching Methods:</b>	
<p>This course is going to make use of formal lectures, in-class discussions and problem solving, written case study reports, and in-class case study discussions.</p>	

**Required Reading:**

Samuelson W.F. and S.G. Marks. Managerial Economics, 8<sup>th</sup> Edition, John Wiley and Sons, 2015, ISBN: 978-1-118-80894-8.

**Assessment and Grading:**

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Written Examination	60	135-minute essay-type examination	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15	Written and oral (in class)
Case Study Report	10	Self-study hours (4+ hours)	5, 6, 7, 13, 14, 15	Written
Simulation Exercise	20	Self-study hours (4+ hours)	2, 3, 6, 7, 13, 14, 15	Written
Class and Case Study Discussion Participation	10	Class participation during regular lectures	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15	Oral (in class)

No "extra" work above the aforementioned will be accepted or credited.

**Makeup Examinations:** There will be no make-ups for exams or assignments. If you have a time conflict, please contact me ahead of time.

**Important Note About Re-sit (Bütünleme) Exams:** Please note that re-sit exams are no longer given at METU.

**Incompletes:** A grade of incomplete will not be granted except for the most extreme circumstances and only after stringent verification and approval by the Department. A grade of incomplete will be granted only as a result of circumstances beyond the student's control. A grade of "I" is not given in lieu of an "FF".

**Course Policies:**

**COURSE REQUIREMENTS:** Attendance is mandatory in this class. Past experience repeatedly demonstrated that students who regularly attend class and read the chapter assignments perform significantly better than students who have an intermittent attendance and/or who do not keep current in reading the chapters.

**CASE STUDY:** One case study will be assigned during the term. The case will be discussed in detail during a regular class session. Students are expected to respond to specific questions and to critique other student comments. Therefore, each student is expected to come to class ready to discuss the case. Please note that 10 percent of your overall grade will depend on your participation in the case discussion.

In addition, a written report on the case will be submitted. You need to prepare this report in groups of two people. The cover page of the case report should state the names of the students clearly. The report should be concise yet address all of the major issues raised in the case. It should be similar in style and content to an executive summary and should be no more than three typed pages of narrative plus exhibits. The report for the case study will be submitted via the plagiarism detection service Turn-it-in's link available at the course page and instructions will be provided with the case study.

**SIMULATION EXERCISE:** There will be a pricing simulation that will be carried out over the course of four weeks in groups of two students. Instructions regarding the simulation exercise will be provided in class. On Saturday, October 19;, each group will debrief the class regarding their simulation experience.

In addition, a written report on the simulation will be submitted. The cover page of the simulation report should state the names of the students clearly. The report should be concise yet address all of the major issues raised in the simulation exercise. It should be similar in style and content to an executive summary and should be no more than three typed pages of narrative plus exhibits. The simulation report will be submitted via the plagiarism detection service Turn-it-in's link available at the course page. There will be no make-ups for missed assignments.

**READING ASSIGNMENTS:** The following pages give the schedule for the reading assignments. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned.

**PRESENTATION SLIDES:** A copy of the presentation slides is available at the course web page. These slides can be used as chapter summaries and utilized while taking down notes during class.

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately. Persons observed to plagiarize while preparing assignments will be referred to the Dean of the Faculty for additional disciplinary action and also they will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

#### **METU HONOR CODE**

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** Unless you inform me in advance, I will not excuse you from any of the grade requirements. At the same time, this does not mean that I will allow you to miss a test or an assignment with any excuse that you present to me. Please note that the excuse is acceptable for only the most extreme circumstances and only after stringent verification and approval by the Department.

**KNOW YOUR RIGHTS AND RESPONSIBILITIES!** <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

**NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR!** <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

**Good luck to all of you and let's have a very enjoyable module together!! SD**

Don't be Trashy. **Recycle.**

Do not throw items away in the trash that should go into the recycling bin. Show a little class.

**REFUSE, REDUCE, REUSE, REPURPOSE, RECYCLE!**



The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading Assignment	CSLO
	Sat., Oct. 23 09:30 – 12:15	Economic Decisions Profit Maximization Calculus and Optimization Techniques	Chapter 1 Chapter 2 App. to Chp 2	1
	Mon., Oct. 25 18:30 – 21:15	Profit Maximization (Cont'd) Calculus and Optimization Techniques (Cont'd) Demand Analysis	Chapter 2 App. to Chp 2 Chapter 3	1, 2, 3
	Sat., Oct. 30 09:30 – 12:15	Demand Analysis (Cont'd) Production	Chapter 3 Chapter 5	2, 3, 4
	Mon., Nov. 1 18:30 – 21:15	Production (Cont'd) Cost Analysis	Chapter 5 Chapter 6	4
	Sat., Nov. 6 09:30 – 12:15	Introduction to Market Structures Perfect Competition	App. to Chp 7 Chapter 7	5, 6
	Mon., Nov. 8 18:30 – 21:15	Monopoly and Monopolistic Competition Oligopoly	Chapter 8 Chapter 9	6, 7
	Sat., Nov. 13 09:30 – 12:15	<b>CASE 1 DISCUSSION</b> (Please upload your case report by 18:30 via the Turnitin link provided at the course page)  <b>SIMULATION DEBRIEF</b>		5, 6, 7
	Mon., Nov. 15 18:30 – 21:15	<b>WRITTEN EXAMINATION</b>		
	Wed., Nov. 17 by 18:30	<b>SIMULATION REPORT DUE</b> (Please upload your report by 18:30 via the Turnitin link provided at the course page)		2, 3, 6, 7
	Fri., Feb. 18 by 18:30	<b>TERM PROJECT ASSIGNMENT DUE</b> (Please upload your assignment by 18:30 via the Turnitin link provided at the course page)		5, 6, 7