

**ECON 5313: Decisions and Strategy**  
**Fall 2019**

**Instructor(s):** William J Seeger, PhD

**Office Number:** COBA 316

**Office Telephone Number:** 817-272-3061 **(Please contact me via email)**

**Office Hours:** Wednesdays, 5pm-6pm

**Email Address:** [William.Seeger@uta.edu](mailto:William.Seeger@uta.edu)

**GTA:** Morgan Rasco, MBA Student

**Email Address:** morgan.smith5@mavs.uta.edu

**Faculty Profile:**

As of August, 2017, I began my appointment at the University of Texas at Arlington as Clinical Professor of Economics in the College of Business. I specialize in Managerial Economics and teach MBA and undergraduate economics students.

Before joining the faculty at UTA, I was a Dallas Tax Principal in KPMG's Global Transfer Pricing Services Group until my retirement in September, 2014. I was a Senior Economist and Practice Leader for the Economic and Valuation Services Group for the Dallas and Denver Business Units and also served as the Southwest area lead for KPMG's Economic Consulting Practice. Before joining KPMG, I was a Tax Principal and Senior Economist with PricewaterhouseCoopers in Chicago and Dallas.

I received my PhD in Political Economy in 1988 and an MA in Political Economy in 1980 from the University of Texas at Dallas. My specialty fields were Industrial Regulation and Econometrics. I received my AB in Economics from the University of Notre Dame, in 1978, with a specialty in Quantitative Economics. My dissertation was an empirical examination of the size of externalities (positive benefits) in local telephone networks and its implications for optimal pricing and network size in a deregulated telecommunications industry. My research interests include transfer pricing, econometrics, and applied microeconomics.

**Time and Place of Class Meetings:** COBA 153 W 7-9:50pm

**Description of Course Content:**

Decision analysis applied to pricing, hiring, investing, and partnering. Analyze conditions needed to create competitive advantage. Applications to decisions regarding: entering markets, launching products, developing informational advantages, establishing contractual and non-contractual relationships, and managing incentives within the organization. Prerequisite: ECON 5311 or equivalent.

**Student Learning Outcomes:**

1. Demand Analysis-the study of preferences and their impact on consumer choice,
2. Production analysis -the analysis of production efficiency, optimum factor allocation, costs, economies of scale and scope,
3. Market Structure and Competitive Strategy - the analysis of competition and its implication

- for firm behavior and performance,
4. Pricing analysis - the analysis of pricing decisions including transfer pricing, joint product pricing, price discrimination, and price elasticity estimations, and;
  5. Capital budgeting and Risk - the analysis of firm's capital purchasing decisions.
  6. Uncertainty
  7. Organizational Design – aligning incentives

**Required Textbooks and Other Course Materials:**

1. Froeb, *Managerial Economics*, 5<sup>th</sup> Edition
2. Textbook blog *Managerial Econ* at [managerialecon.blogspot.com](http://managerialecon.blogspot.com)

**Attendance:** At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. *As the instructor of this section, I expect you to attend class and participate fully in class lectures. I will take attendance for the first few weeks and then only sporadically. Without coming to class, you foreclose my take on the class material and the benefit of the class discussion among your peers.*

While UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Canvas. This date is reported to the Department of Education for federal financial aid recipients.

**Grading:**

Course grades will be calculated based on your point total for online chapter quizzes, a case study, and three exams:

Assignment Category	# of Assignments	Total Points
Exams	3 @ 100 pts	300 pts
In class exercises	1 @ 220 pts	220 pts
Online Quizzes	22 @ 15 pts	330 pts
Participation	1 @ 150 pts	150 pts
	Total:	1000 pts

**Requirements.** Grades will be assigned using the scale:

- A = 90% -100%
- B = 80%-89.99%
- C=70%-79.99%
- D = 60%-69.99%
- F = 0%-60.99%

Students are expected to keep track of their performance throughout the semester and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels; see "Student Support Services," below.

## Make-up Exams:

There are no make-up exams unless there are extraordinary circumstances, such as a death in the family, illness, etc. In such a circumstance you will need appropriate documentation, such as a doctor's note or a note from a minister, in order to take a make-up exam. The time and place of the make-up exam is at the discretion of the instructor not the student. **In addition, late assignments are not accepted.**

## Expectations for Out-of-Class Study:

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

## Classroom Policies:

1. **Cell phones, laptop computers, and all other electronic devices must be turned off while in class.**
2. No food in class. Coffee, water, soda, etc. is permitted.
3. **NO talking when the Professor is talking.** Respect other students when they are speaking or asking questions.
4. If you have a question, raise your hand.
5. If you have to use the restroom, simply get up and quietly leave the room.
6. No makeup exams unless extenuating circumstances AND then only with proper documentation
7. There are no makeups for Quizzes or Homework activities. **NO EXCEPTIONS**
8. You are responsible for ensuring that your grades are posted properly. All grades are final within 3 business days of receiving a grade.
9. All EMAIL communication in the course is through Canvas.
10. **You are responsible for reading all postings in emails, announcements, etc.**
11. **All class admin goes to Mrs. Rasco with a CC to me.**

## Grade Grievances:

Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current University Catalog. For undergraduate courses, see <http://catalog.uta.edu/academicregulations/grades/#undergraduatetext>; for graduate courses, see <http://catalog.uta.edu/academicregulations/grades/#graduatetext>. For student complaints, see <http://www.uta.edu/deanofstudents/student-complaints/index.php>.

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

**Disability Accommodations:** UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the

instructor with official notification in the form of a **letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: **The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability).

Counseling and Psychological Services (CAPS) [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**Non-Discrimination Policy:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).*

**Title IX Policy:** The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).*

**Academic Integrity:** Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University. Additional information is available at <https://www.uta.edu/conduct/>.

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**Student Feedback Survey:** At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** for semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

### **Emergency Exit Procedures:**

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

You are encouraged to subscribe to the MavAlert system that will send information in case of an emergency to their cell phones or email accounts. Anyone can subscribe at <https://mavalert.uta.edu/> or <https://mavalert.uta.edu/register.php>

### **Student Support Services:**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include [tutoring](#), [major-based learning centers](#), developmental education, [advising and mentoring](#), personal counseling, and [federally funded programs](#). For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

**University Tutorial & Supplemental Instruction** (Ransom Hall 205): UTSI offers a variety of academic support services for undergraduate students, including: 60 minute one-on-one [tutoring sessions](#), [Start Strong](#) Freshman tutoring program, and [Supplemental Instruction](#). Office hours are Monday-Friday 8:00am-5:00pm. For more information visit [www.uta.edu/utsi](http://www.uta.edu/utsi) or call 817-272-2617.

**The IDEAS Center** (2<sup>nd</sup> Floor of Central Library) offers **FREE** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in, or check the schedule of available peer tutors at [www.uta.edu/IDEAS](http://www.uta.edu/IDEAS), or call (817) 272-6593.

**The English Writing Center (411LIBR):** The Writing Center offers **FREE** tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at <https://uta.mywconline.com>. Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see [www.uta.edu/owl](http://www.uta.edu/owl) for detailed information on all our programs and services.

The Library's 2<sup>nd</sup> floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. <http://library.uta.edu/academic-plaza>

**Emergency Phone Numbers:** In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381

***As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.***

**Course Calendar and Outline: Fall 2107**

**August 21**

Tools

Froeb: 1-5

**August 28**

Demand and Consumer Theory

Froeb: 6

**September 4**

Production and Cost

Froeb: 7

**September 11**

Market Structure

Froeb: 8, 9, 10

**September 18**

Market Structure

Froeb: 8, 9, 10

**EXAM 1: September 18**

**September 25**

Pricing

Froeb: 12, 13, 14

**October 2**

Froeb 12, 13, 14

**October 9**

Pricing

Froeb: 12, 13, 14

**October 16**

Strategy

Froeb: 15, 16

**October 23**

Strategy

Froeb: 15, 16

**EXAM 2: November 6**

**November 6**

Uncertainty

Froeb: 17, 18, 19, 20

**November 13**

Uncertainty

Froeb: 17, 18, 19, 20

**November 20**

Organizational Design

Froeb: 21-23

**November 28**

Thanksgiving Holiday

**Case study due December 4**

**December 4**

Organizational Design

Froeb: 21-23

**Exam 3: Wednesday, December 11, 8:15pm to 10:45pm**

## **Schedule Overview**

### **Important Dates**

Labor Day: Monday, September 1  
Thanksgiving Break: November 27 – 29  
Last day of Classes at UTA: December 6

### **Finals**

Final Exam: December 11  
University Finals Week: December 9 – 13

### **Tests**

#1 September 18  
#2 November 6  
#3 December 11

## LIBRARY [library.uta.edu](http://library.uta.edu)

### RESOURCES FOR STUDENTS

#### Research or General Library Help

Academic Plaza Consultation Services [library.uta.edu/academic-plaza](http://library.uta.edu/academic-plaza)

Ask Us [ask.uta.edu/](http://ask.uta.edu/)

Library Tutorials [library.uta.edu/how-to](http://library.uta.edu/how-to)

Subject and Course Research Guides [libguides.uta.edu](http://libguides.uta.edu)

Librarians by Subject [library.uta.edu/subject-librarians](http://library.uta.edu/subject-librarians)

Research Coaches <http://libguides.uta.edu/researchcoach>

#### Resources

A to Z List of Library Databases [libguides.uta.edu/az.php](http://libguides.uta.edu/az.php)

Course Reserves [pulse.uta.edu/vwebv/enterCourseReserve.do](http://pulse.uta.edu/vwebv/enterCourseReserve.do)

FabLab [fablab.uta.edu/](http://fablab.uta.edu/)

Scholarly Communications (info about digital humanities, data management, data visualization, copyright, open educational resources, open access publishing, and more) <http://library.uta.edu/scholcomm>

Special Collections [library.uta.edu/special-collections](http://library.uta.edu/special-collections)

Study Room Reservations [openroom.uta.edu/](http://openroom.uta.edu/)