COURSE: PUBLIC POLICY TOWARD BUSINESS

SPRING 2015

01:220:389:01

TUES/THURS  2:50pm – 4:10pm

CAC FH A-5

DALE E. WARMINGHAM

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OFFICE HOURS: TUES/THURS:  12:00pm to 2:00pm

NJ HALL room 108

TEXTBOOK:

“MARKET REGULATIONS”, ROGER SHERMAN

COURSE LEARNING OUTCOMES

AFTER COMPLETING THIS COURSE, STUDENTS SHOULD BE ABLE TO PERFORM THE FOLLOWING TASKS:


UNDERSTANDING THE ROLE, HISTORY, AND NATURE OF ANTITRUST REGULATIONS, PATENT PROTECTION, AND COMPETITION POLICY.

ABLE TO SOLVE FOR THE “EQUILIBRIUM” IN VARIOUS MARKETS: INCLUDING PERFECT COMPETITION, MONOPOLISTIC COMPETITION, MONOPOLIES, Oligopolies. IDENTIFY ANTI TRUST BEHAVIOR INCLUDING PRICE DISCRIMINATION, TYING, BUNDLING, AND PREDATORY PRICING.

USE STRATEGIC ANALYSIS TO PREDICT MARKET OUTCOMES.

DEVELOP USEFUL GAME THEORETICAL TOOLS FOR UNDERSTANDING STRATEGIC MARKET SITUATIONS.

EVALUATE BUSINESS STRATEGIES AND ANTITRUST CASES THAT EFFECT CURRENT AND HISTORIC ECONOMICS.
GRADING

FOUR MAJOR EXAMS: 25% EACH

A = 90% to 100%

B+ = 87.5 % to 89.9%

B = 80% to 87.4%

C+ = 77.5% to 79.9%

C = 70% to 77.4%

D = 60% to 69%

F = <60%

Final Grade will be determined on the average of the four exams.

Excessive absences may adversely affect final grade.

Do not request grade changes for any other reason.

No electronic devices are to be used during exams.
SCHEDULE:

THIS SCHEDULE IS TENATIVE.
ANY CHANGES WILL BE ANOUNCED IN CLASS.

JAN 20 INTRO AND PRODUCTION COSTS
JAN 22 PERFECT COMPETITION
JAN 27 MONOPOLISTIC COMPETITION
JAN 29 MONOPOLY
FEB 3 PRICE DISCRIMINATION
FEB 5 ANTITRUST BEHAVIOR
FEB 10 REVIEW
FEB 12 EXAM I
FEB 17 GAME THEORY
FEB 19 BUSINESS STRATEGIES
FEB 24 MARKET COLLUSION
FEB 26 PRICE CONTROL
MAR 3 REVIEW
MAR 5 EXAM II
MAR 10 CONCENTRATION RATIO
MAR 12 HHI INDEX
MAR 17 NO CLASS
MAR 19 NO CLASS
MAR 24 MERGER CRITERIA
MAR 26 HISTORICAL LEGISLATION
MAR 31 ANTITRUST MERGER CASES
APR 2 CURRENT MERGERS
APR 7 REVIEW
APR 9 EXAM III
APR 14 HISTORICAL MONOPOLIES
APR 16 HISTORICAL MONOPOLISTIC DeregULATION
APR 21 MONOPOLISTIC ANTITRUST REGULATION
APR 23 MONOPOLY CASE STUDY
APR 28 MONOPOLY PRICING
APR 30 CURRENT DeregULATION

FINAL EXAM MAY 6 FRIDAY 12:00 NOON TO 3:00 PM

IT IS IMPERATIVE FOR STUDENTS TO ATTEND CLASSES. STUDENTS HAVING WORK OR CLASS SCHEDULING CONFLICTS SHOULD NOT REGISTER FOR THIS COURSE.

STUDENTS MISSING A SCHEDULED EXAM WILL RECEIVE A “0” FOR THE EXAM GRADE. MAKE-UP EXAMS WILL BE GIVEN IN DOCUMENTED EMERGENCY SITUATIONS. MAKE-UP EXAMS WILL COVER THE SCHEDULED EXAM MATERIAL BUT THE QUESTIONS AND FORMAT MAY DIFFER FROM THE SCHEDULED EXAM.

EXTRA CREDIT MAY BE EARNED BY GIVING AN IN-CLASS PRESENTATION ON A RELATED TOPIC. MAXIMUM EXTRA CREDIT = + 2.5 POINTS ADDED TO THE FINAL AVERAGE GRADE. TO RECEIVE EXTRA CREDIT, THE PRESENTATION MUST BE BETWEEN TEN TO FIFTEEN MINUTES IN LENGTH AND MUST BE ON A COURSE RELATED TOPIC.
“THE POLICY ON ACADEMIC INTEGRITY” DEFINES ALL FORMS OF CHEATING AND PROCEDURES FOR DEALING WITH VIOLATIONS. STUDENTS SHOULD BE FAMILIAR WITH THIS POLICY BEFORE CONSIDERING TAKING THIS COURSE.

STUDENTS WHO DO NOT AGREE WITH THIS POLICY

SHOULD NOT REGISTER FOR THIS COURSE

DALE E. WARMINGHAM

1/6/2015