

**DEPARTMENT OF ECONOMICS
RUTGERS UNIVERSITY
NEW BRUNSWICK, NEW JERSEY**

COURSE: PUBLIC POLICY TOWARD BUSINESS 220:389:01

PREREQUISITES: 01:220:102, 103

SPRING 2017

DALE E. WARMINGHAM

TUES: 2:50 TO 4:10

THRS: 2:50 TO 4:10

CAC AB - 2125

DALEDWARD@COMCAST.NET

WARMINGHAM@ECON.RUTGERS.EDU

OFFICE HOURS : TUES: 1:00 – 2:00

THURS: 1 HOUR AFTER CLASS

NJ HALL 108

REQUIRED READING:

“MARKET REGULATIONS” , RODGER SHERMAN

ISBN # 978 – 0 – 321 – 32232 – 6

FINAL EXAM: MAY 5 12:00 NOON

GRADING:

FOUR MAJOR EXAMS: 25 % EACH

NO ELECTRONIC DEVICES ALLOWED DURING EXAMS

A = 90% TO 100%
B+ = 87% TO 89.99%
B = 80% TO 86.99%
C+ = 77% TO 79.99%
C = 70% TO 76.99%
D = 60% TO 69.99%
F = 0% TO 59.99%

GRADES WILL BE DETERMINED ON THE AVERAGE OF THE FOUR EXAMS

DO NOT REQUEST GRADE CHANGES FOR ANY OTHER REASON

STUDENTS WHO DO NOT AGREE WITH THIS POLICY SHOULD NOT REGISTER FOR THIS COURSE

COURSE LEARNING OBJECTIVES:

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

UNDERSTAND THE ROLE OF PUBLIC POLICY, THE RATIONAL BEHIND REGULATION AND THE VARIOUS POSITIVE AND NEGATIVE ASPECTS OF GOVERNMENT REGULATION ON BUSINESS.

UNDERSTAND THE ROLE AND NATURE OF ANTITRUST REGULATIONS, PATENT PROTECTION, AND COMPETITIVE GOVERNMENT POLICY.

ABLE TO SOLVE FOR THE "EQUILIBRIUM" IN VARIOUS MARKETS, INCLUDING PERFECT COMPETITION, MONOPOLIES, OLIGOPOLIES, MARKETS WITH PRICE DISCRIMINATION, AND MARKETS WITH VERTICAL INTERACTION.

USE STRATEGIC THINKING TO PREDICT MARKET OUTCOMES IN ECONOMIC SETTINGS.

**DEVELOP USEFUL GAME THEORETIC TOOLS FOR UNDERSTANDING STRATEGIC SITUATIONS
EVALUATE BUSINESS STRATEGY AND ANTI TRUST CASES THAT ARE OF LOCAL AND GLOBAL INTEREST.**

LEARN THE HISTORY OF GOVERNMENT REGULATIONS IN THE UNITED STATES RELATING TO ANTI TRUST POLICIES.

<u>DATE</u>	<u>CHAPTERS</u>
JAN 17	INTRO & PRODUCTION COST
JAN 19	GOVERNMENT REGULATIONS
JAN 24	PERFECT COMPETITION
JAN 26	MONOPOLISTIC COMPETITION
JAN 31	PRICING
FEB 2	REVIEW
FEB 7	<u>EXAM I</u>
FEB 9	
FEB 14	MARKET STRUCTURES
FEB 16	DOJ AND FTC
FEB 21	OLIGOPOLY MARKET BEHAVIOR
FEB 23	GOVERNMENT PROCEDURES
FEB 28	GAME THEORY
MAR 2	ANTITRUST HISTORY
MAR 7	CASE STUDIES
MAR 9	<u>EXAM II</u>
MAR 14	NO CLASS
MAR 21	NO CLASS
MAR 23	FTC AND MERGERS
MAR 28	GOVERNMENT AGENCIES
MAR 30	MERGERS BLOCKED/APPROVED
APR 4	CASE STUDIES
APR 6	<u>EXAM III</u>
APR 11	MONOPOLIES
APR 13	PRICE DISCRIMINATION PRICING
APR 18	CASE STUDIES PAST AND PRESENT
APR 20	EXCEPTIONS FROM ANTITRUST LAWS
APR 25	GOVERNMENT APPROVED MONOPOLIES
APR 27	REVIEW
MAY 5	FINAL EXAM 12:00 NOON

ANY CHANGES IN THE SCHEDULE WILL BE ANNOUNCED IN CLASS

IN ORDER TO OBTAIN CLASS INFORMATION AND GET A FULL UNDERSTANDING OF THE PRINCIPLES OF ECONOMICS, IT IS NECESSARY TO ATTEND ALL CLASSES ON TIME. STUDENTS ARE RESPONSIBLE FOR ALL IN-CLASS INFORMATION. ATTENDANCE WILL BE TAKEN IN EVERY CLASS. ATTENDANCE MAY BECOME A FACTOR IN BORDERLINE GRADE SITUATIONS. IF YOU EXPECT TO MISS A CLASS, PLEASE USE THE UNIVERSITY ABSENCE REPORTING WEB SITE: [HTTP://SIMS.RUTGERS.EDU/SSRA](http://SIMS.RUTGERS.EDU/SSRA) TO INDICATE THE DATE AND REASON FOR YOUR ABSENCE. AN EMAIL IS AUTOMATICALLY SENT TO ME.

STUDENTS HAVING WORK OR CLASS SCHEDULING CONFLICTS SHOULD NOT REGISTER FOR THIS CLASS

STUDENTS MISSING A SCHEDULED EXAM WILL RECEIVE A "0" FOR THE EXAM. MAKE-UP EXAMS WILL ONLY BE GIVEN IN EMERGENCY SITUATIONS. MAKE-UP EXAMS WILL COVER THE ASSIGNED CLASS MATERIAL HOWEVER, THE MAKE-UP EXAM QUESTIONS AND FORMAT MAY DIFFER FROM THE SCHEDULED EXAM. MISSING THE SCHEDULED EXAM AND THE MAKE UP EXAM WILL RESULT IN A "0" FOR THE MARKING PERIOD.

ANY CLASS DISRUPTIONS MAY RESULT IN A REDUCTION IN THE FINAL GRADE.

STUDENTS WHO DO NOT AGREE WITH THIS POLICY SHOULD NOT REGISTER FOR THIS COURSE

EXTRA CREDIT MAY ONLY BE EARNED BY GIVING AN IN-CLASS ORAL PRESENTATION ON A RELATED TOPIC. MAXIMUM CREDIT = 2.5 POINTS ADDED TO THE FINAL GRADE AVERAGE. PRESENTATION MUST BE TEN TO FIFTEEN MINUTES IN LENGTH AND EXHIBIT EXPERTISE IN THE PRESENTATION TOPIC. CLASS TIME FOR PRESENTATIONS MAY NOT BE AVAILABLE THE LAST WEEK OF CLASSES.

"THE POLICY ON ACADEMIC INTEGRITY" DEFINES ALL FORMS OF CHEATING AND PROCEDURES FOR DEALING WITH VIOLATIONS. STUDENTS SHOULD BECOME FAMILIAR WITH THIS POLICY BEFORE CONSIDERING TAKING THIS COURSE.

