

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

COURSE: PUBLIC POLICY TOWARD BUSINESS 220:389:B1

PREREQUISITES: 01:220:102, 103

SUMMER 2017

DALE E. WARMINGHAM

MON. – THRS 10:10AM TO 12:25 PM

CAC SC 119

WARMINGHAM@ECON.RUTGERS.EDU

OFFICE HOURS : MON. – THURS. 9:00AM – 10:00AM

REQUIRED READING:

“MARKET REGULATIONS”, ROGER SHERMAN

ISBN # 978 – 0 – 321 – 32232 – 6

GRADING:

THREE MAJOR EXAMS: VALUE = 33.3 % 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 THREE EXAMS

THERE IS NO "ROUNDING UP" OR "GRADE CURVE"

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>
May 30	INTRO & PRODUCTION COST
May 31	GOVERNMENT REGULATIONS
JUNE 1	PERFECT COMPETITION
JUNE 5	MONOPOLISTIC COMPETITION
JUNE 6	PRICING
JUNE 7	REVIEW
<u>JUNE 8</u>	<u>EXAM I</u>
JUNE 12	MARKET STRUCTURES
JUNE 13	DOJ AND FTC
JUNE 14	OLIGOPOLY MARKET BEHAVIOR
JUNE 15	GOVERNMENT PROCEDURES
JUNE 19	GAME THEORY
JUNE 20	ANTITRUST HISTORY
JUNE 21	CASE STUDIES
<u>JUNE 22</u>	<u>EXAM II</u>
JUNE 26	MERGERS / MONOPOLIES
JUNE 27	GOALS OF PUBLIC POLICY
JUNE 28	CURRENT MERGER REQUIREMENTS
JUNE 29	PRICE DISCRIMINATION
JULY 3	EXEMPTIONS FROM ANTITRUST LAWS
JULY 4	NO CLASS
JULY 5	GOVERNMENT APPROVED MONOPOLIES
<u>JULY 6</u>	<u>EXAM III</u>

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. 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 SHOW EXPERTISE IN THE PRESENTATION TOPIC . NO PRESENTATION WILL BE SCHEDULED THE LAST WEEK OF CLASS

"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.