



ECO 404

FALL 2024

TOPICS IN MANAGERIAL
ECONOMICS

"AJAZ" HUSSAIN

DEPARTMENT OF ECONOMICS
UNIVERSITY OF TORONTO (STG)

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ECO 404, TOPICS IN MANAGERIAL ECONOMICS, FALL 2024
WEDNESDAYS 1 – 4 PM IN OI3311
INSTRUCTOR: AJAZ HUSSAIN

COURSE DESCRIPTION

Applies quantitative economic methods to real world business-oriented cases. Sample topics include: new product design, decision making under uncertainty, market segmentation and price discrimination, inventory analysis, game theoretic analysis of price wars, financial portfolio design, and optimal pricing. Involves substantial modeling in Excel, regression analysis, optimization methods, and financial reports.

LEARNING OBJECTIVES

Students who successfully complete ECO404 will be able to:

- Able to analyze and articulate a structured “solution” to real life situations in business-economics cases (“experiential learning”).
- Gain proficiency in Econometric modelling, Monte-Carlo simulations, and Quantitative analysis.

INSTRUCTOR: Sayed “Ajaz” Hussain

Office: GE 178 (Max Gluskin House, 150 St. George Street)

E-mail (for personal-course related issues): Use your UofT e-mail account (student id# in subject) and e-mail sayed.hussain@utoronto.ca (please ask case related questions *during* lectures).

TA: DEVIN BISSKY DZIADYK

E-mail: Use your UofT e-mail account (student id# in subject) and e-mail devin.bisskydziadyk@mail.utoronto.ca

REQUIRED COURSE MATERIAL/TOOLS/PLATFORMS

ECO 404 Quercus:

- Course Announcements and/or notifications
- Submitting, grading, and detecting plagiarism in “memos” and “projects” (see [course policies](#) section)

Microsoft Office Excel:

- (Free) download from [here](#). Please install the “Solver” and “Data Analysis” add-ins from “within” Excel. You *must* bring a laptop with Excel to every lecture.

ECO 404 “Harvard Business School Case Packet”

- Details TBA

Course Schedule

| Session # | Date | "Topic" | "Project" |
|-----------|------------|-------------------------------------|------------------------------------------------------------------------------------|
| 1 | Wed-Sep-4 | Intro | |
| 2 | Wed-Sep-11 | Instructor Demo Case | 4 students randomly selected to introduce and lead discussion for next week’s case |
| 3 | Wed-Sep-18 | Students Case Analysis/Discussion 1 | |
| 4 | Wed-Sep-25 | Instructor Demo Case | 4 students randomly selected to introduce and lead discussion for next week’s case |
| 5 | Wed-Oct-2 | Students Case Analysis/Discussion 2 | Project 1 Assigned |
| 6 | Wed-Oct-9 | Instructor Demo Case | 4 students randomly selected to introduce and lead discussion for next week’s case |
| 7 | Wed-Oct-16 | Students Case Analysis/Discussion 3 | Project 1 Due |
| 8 | Wed-Oct-23 | Instructor Demo Case | 4 students randomly selected to introduce and lead discussion for next week’s case |

| Course Schedule | | | |
|-----------------|------------|-------------------------------------|------------------------------------------------------------------------------------|
| Session # | Date | "Topic" | "Project" |
| 9 | Wed-Nov-6 | Students Case Analysis/Discussion 4 | |
| 10 | Wed-Nov-13 | Instructor Demo Case | 4 students randomly selected to introduce and lead discussion for next week's case |
| 11 | Wed-Nov-20 | Students Case Analysis/Discussion 5 | Project 2 Assigned |
| 12 | Wed-Nov-27 | Capstone Case | Project 2 Due with Auto-Extension through Dec 10 |

MARKING SCHEME

- **5% of Course Mark:** Performance introducing and leading analysis and discussion of “Students Case Analysis/Discussions”
- **15% of Course Mark:** Participation and performance analyzing and discussing “Students Case Analysis/Discussions” [excludes students assigned to introduce and lead discussion]
- **40% of Course Mark: Project 1 Excel Model and Business Report**
 - Students will be randomly assigned to work on either *Student Case 1* or *Student Case 2*.
 - **15% of Course Mark:** Excel file with the “analysis/model”.
 - **25% of Course Mark:** (Max) 10-page “business report” on the assigned case. Report must have a title page (does not count towards the 10-page limit) and a one-page executive summary (counts towards the 10-page limit). Report must be supplemented with a technical appendix (no page limit on appendix). See the grading rubric below. Students will be required to submit their projects to Turnitin (via the Quercus course portal) for a review of textual similarity and detection of possible plagiarism. In making a submission, students will allow their assignments to be included as source documents in the reference database. These will be used solely for the purpose of detecting plagiarism. If you have an objection to the use of Turnitin for the submission of your work, please e-mail the instructor to book an appointment at least two weeks prior to the submission deadline to discuss alternative arrangements.
- **40% of Course Mark: Project 2 Excel Model and Business Report**
 - Students will be randomly assigned to work on a case from *Student Case 3* through *Student Case 5*.
 - **15% of Course Mark:** Excel file with the “analysis/model”.
 - **25% of Course Mark:** (Max) 10-page “business report” on the assigned case. Report must have a title page (does not count towards the 10-page limit) and a one-page executive summary (counts towards the 10-page limit). Report must be supplemented with a technical appendix (no page limit on appendix). See the grading rubric below. Students will be required to submit their projects to Turnitin (via the Quercus course portal) for a review of textual similarity and detection of possible plagiarism. In making a submission, students will allow their assignments to be included as source documents in the reference database. These will be used solely for the purpose of detecting plagiarism. If you have an objection to the use of Turnitin for the submission of your work, please e-mail the instructor to book an appointment at least two weeks prior to the submission deadline to discuss alternative arrangements.
- **Penalty for late submissions:** 50% of the Project grade for each day that the submission is late.

BUSINESS REPORT GRADING RUBRIC

| | Excellent | Good | Fair | Problematic |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Score: | 3 | 2 | 1 | 0 |
| Economic Argument, Concepts & Evidence | Clearly stated argument & concepts. Economic reasoning is sound and indicates thorough understanding of concepts discussed in class. | Fairly clear and convincing argument. Adequate use of economic concepts. Demonstrates understanding of topics discussed in class. | Argument is confusing or contradictory. Weak definition/application of economic concepts. Demonstrates some understanding of topics discussed in class. | No clear argument. Confused or no use of economic concepts. Poor quality and little if any displayed evidence of understanding of topics discussed in class. |
| Organization & Flow | Each main point is written in a separate paragraph, in a logical order. Article closes with a clear and convincing call to action. | Each reason is written in paragraphs, but not necessarily separate. Closing gives a fairly clear and convincing call to action. | Reasons are not written in distinct paragraphs. Closing gives a call to action, although not well supported. | Reasons are not written in good paragraphs and have questionable order. No clear or convincing call to action at close. |
| Writing, Clarity, Conciseness, Sentence Structure, Grammar, Active Voice, interest to Reader | Easy to read, even for a non-specialist. Writing enhances understanding and interest. Short, clear, correctly structured sentences with active voice throughout. Minimal (if any) errors. | Mostly easy to read. Mostly short, clear, correctly structured sentences with active voice. A few minor errors. | Sentence/word level problems get in the way of understanding, distracting reader in places. Some passive voice and/or jargon. | Significant sentence/word level problems make it difficult for reader to understand argument. Considerable passive voice and/or jargon. |

“Communications”:

- Please check the ECO404 Quercus announcements and your UofT E-mail daily.
- Double check that:
 - Quercus settings are set to “receive notifications”
 - You have registered your UofT e-mail account on Quercus
 - You are not forwarding your UofT e-mails to an external e-mail account
- Quercus “mail” is wonky. As such, please don’t send messages through Quercus “mail”.
- Emails must be sent from your University email address and must include your student ID# in the subject field. For emails asking for a reply, if we can answer briefly without explaining course content or revealing something of general interest, then we will reply within three business days.
- It is imperative that you inform us by e-mail asap of *any* changes to your name and/or e-mail address on file on ACORN and Quercus. **Penalty for administrative tasks stemming from violating this policy: 5% of your overall course grade.**

“Accessibility Accommodations”:

- The University provides academic accommodations for students with disabilities in accordance with the terms of the Ontario Human Rights Code. This occurs through a collaborative process that acknowledges a collective obligation to develop an accessible learning environment that both meets the needs of students and preserves the essential academic requirements of the University’s courses and programs. Students with diverse learning styles and needs are welcome in this course. If you have a disability that may require accommodations, the first step is to contact Accessibility Services.

“Religious Accommodations”:

- The University provides reasonable accommodation of the needs of students who observe religious holy days other than those already accommodated by ordinary scheduling and statutory holidays. You have a responsibility to alert us in a timely fashion to upcoming religious observances and anticipated absences that affect your ability to fully participate in this course. We will make every reasonable effort to avoid scheduling compulsory activities at these times.

“Academic Integrity”: For *anything* that counts towards your course grade:

- You may not receive assistance from another individual. This includes, but is in no way limited to, any online forum or other digital communication as well as any tutoring or assistance service.
- You may not give assistance to any individual enrolled in ECO404.
- We *will* report all suspected cases of academic misconduct to the Department of Economics and Dean’s Office. The consequences can be severe. Being unaware of the policies or what is considered unauthorized collaboration (e.g., plagiarism) is not a defense. If you have questions or concerns about what constitutes appropriate academic behavior, please reach out to me. Please know that the University expects you to seek out additional information on academic integrity from me or from other institutional resources. The University’s Academic Integrity website is an excellent source of information. Further, it is a course requirement that you have read University’s Code of Behavior on Academic Matters, especially section B which outlines what are considered academic offences.

“Requests for Re-marking Projects”:

- Re-marking requests must be submitted after one week, but no later than two weeks, of the assessment returned to the student.
- Requests will be accepted neither before nor after this window.
- It is important that you clearly articulate why your response merits additional marks. We will re-read your entire assessment. Your mark could go up, down, or remain unchanged.
- A calculation error does not constitute a “re-marking request”: contact the instructor in this case.

“Copyright Policy”:

- ECO404 course materials are copyright protected and belong to the instructor, the University, and/or other sources depending on the specific facts of each situation. Students may download course materials for their own academic use, and cannot copy, share, or use them for any other purpose without the explicit permission of the instructor.