Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BEA325
PRICES AND PROFITS

12.50 Credit points

Semester 1, 2019
Unit Outline

Unit Coordinator
Hugh Sibly
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Hugh Sibly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Sandy bay, Hobart</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Hugh.Sibly@utas.edu.au">Hugh.Sibly@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>+61 3 6226 2825</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>216, Centenary Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment</td>
</tr>
</tbody>
</table>
WHAT IS THE UNIT ABOUT?

Unit description
We often hear people talking about the price of a good. However, there are very few goods that actually sell only for a single price per unit. For instance, the price per unit may depend on the quantity purchased, the location of the purchase, the relative quality of the purchase, and a number of other factors. This fact is a reflection of a firms attempts to increase its profitability through the adoption of sophisticated pricing strategies. In this unit, we consider how a firm’s profitability is critically dependent on how it prices its goods. This unit shows how economic ideas and tools are applied to business-based pricing issues and problems. It introduces the student to some of the key pricing mechanisms that are used in practice. It provides a foundation for understanding and devising profitable pricing policies.

Intended Learning Outcomes
On completion of this unit, you will be able to:
1. distinguish between the various pricing mechanisms used by firms
2. analyse and clearly communicate how various pricing mechanisms used by firms to influence profits
3. compare and clearly communicate the relative effectiveness of different pricing mechanisms in increasing profit
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

Nil

Prior knowledge &/or skills

Students are required to have an understanding of microeconomics equivalent to that taught in BEA111. Students should be capable of performing elementary algebraic manipulations.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment task 1: Workshop</strong></td>
<td>Weekly workshop sessions</td>
<td>10%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment task 2: Test or quiz</strong></td>
<td>In lecture session, weeks 3, 5, 7 and 11</td>
<td>20%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment task 3: Examination</strong></td>
<td>In lecture session, week 9</td>
<td>30%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment task 4: Examination - take home</strong></td>
<td>2pm Friday 31 May</td>
<td>40%</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

**Assessment Task 1: Workshop**

Task Description

The Workshops in weeks 2-8 (inclusive), 9-12 (inclusive) will involve group problem-solving. (Students will be allocated randomly into small groups). These workshop components are considered a critical part of your learning in this unit. Participation marks will be awarded in each workshop if you make a genuine effort to contribute within your group. If you are unable to attend a workshop through unanticipated and/or unexpected events, such as illness or personal tragedy, please inform your lecturer as soon as possible after the workshop you miss. You will be awarded participation marks equal to your average on the other workshops.

If you are unable to attend the workshop through predictable events, such as an unavoidable timetable clash, you may obtain full participation marks for a workshop by submitting written answers to questions to be discussed via the MyLO dropbox prior to that workshop. Your answers need not be correct, and will not be graded. But they must be a serious attempt to answer the questions. You will be able to evaluate your answers by comparing them to the solutions provided.

Participation marks will be awarded in each workshop if you make a genuine effort to contribute within your group.
<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to distinguish between the various pricing mechanisms used by firms</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to analyse and clearly communicate how various pricing mechanisms used by firms to influence profits</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to compare and clearly communicate the relative effectiveness of different pricing mechanisms in increasing profit</td>
<td>LO3</td>
</tr>
</tbody>
</table>

### Task Length
50 min per workshop

### Due by date
2-8 (inclusive), 9-12 (inclusive)

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**Assessment Task 2: Test or quiz**

**Task Description**

To provide ongoing feedback about progress in this unit, there will be regular quizzes conducted. These quizzes will be conducted during the lecture sessions in weeks 3, 5, 7 and 11. The quizzes will be short answer questions that test material up to and including material covered in the previous week’s workshop.

It is intended that, in order to provide timely feedback, the marked quizzes will be handed back in the lecture session in the week after the quizzes are conducted (i.e. weeks 4, 6, 8 and 12 respectively). Feedback on the quizzes will also be provided during this session. Students are very strongly encouraged to attend these lectures in order to take advantage of this feedback.

Note: Students are required to attend the relevant lecture to undertake the quiz.

There is no automatic right to sit a make-up quiz at a later time. Only students who miss the quiz unavoidably, such as through illness, will be eligible to sit a quiz at a later time or have other arrangements made.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to distinguish between the various pricing mechanisms used by firms</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to analyse and clearly</td>
<td>LO2</td>
</tr>
</tbody>
</table>
communicate how various pricing mechanisms used by firms to influence profits

<table>
<thead>
<tr>
<th></th>
<th>Use appropriate written and/or graphical and/or mathematical methods to analyse and clearly communicate how various pricing mechanisms used by firms to influence profits</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Task Length**  
approx. 20 min each

**Due by date**  
During the lecture sessions in weeks 3, 5, 7 and 11

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## Assessment Task 3: Examination

**Task Description**  
An in-class test worth 30% will be held during the lecture session of week 9.

The test will potentially examine all material discussed in lectures and workshops up to and including week 6. It will consist of multiple choice and short answer questions.

It is intended to return the in-class test in week 9. Feedback on the in-class test will be provided in the workshop session in week 9. Students seeking feedback on this piece of assessment should attend this workshop. Students are strongly encouraged to attend this session in order to take advantage of this feedback.

Note: Students are required to attend the lecture in week 9 to undertake the midsemester test. There is no automatic right to sit a make-up test at a later time.

Only students who miss the test unavoidably, such as through illness, will be eligible to sit the test at a later time.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to distinguish between the various pricing mechanisms used by firms</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to analyse and clearly communicate how various pricing mechanisms used by firms to influence profits</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Use appropriate written and/or graphical and/or mathematical methods to compare and clearly communicate the relative effectiveness of different pricing mechanisms in increasing profit</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**  
1.5 Hour

**Due by date**  
Refer to Assessment Description
### Assessment Task 4: Examination - take home

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The take home exam is worth 40%. It will be distributed at the end of the lecture session in week 12.</strong></td>
<td>Use appropriate written and/or graphical and/or mathematical methods to distinguish between the various pricing mechanisms used by firms</td>
<td>LO1</td>
</tr>
<tr>
<td><strong>The take home exam will have 4 advanced questions that are designed to provide students with an intellectual challenge that will not only test their ability to utilise the material in the unit, but will strengthen it. The take home exam will examine material from across the entire unit. Importantly, while it will cover single topics, it will also have some focus on the relationship between one topic and another.</strong></td>
<td>Use appropriate written and/or graphical and/or mathematical methods to analyse and clearly communicate how various pricing mechanisms used by firms to influence profits</td>
<td>LO2</td>
</tr>
<tr>
<td><strong>Note that although you are able to take home this exam, it is nonetheless an exam. You must complete it by yourself. You must write solutions in your own words. You must not discuss or copy solutions from other students, or copy and paste from other (for example internet) sources. The lecturer cannot provide feedback or hints on your solutions. However, in week 13 there will be an opportunity for revision of the unit (but non-exam) material.</strong></td>
<td>Use appropriate written and/or graphical and/or mathematical methods to compare and clearly communicate the relative effectiveness of different pricing mechanisms in increasing profit</td>
<td>LO3</td>
</tr>
<tr>
<td><strong>You must submit your exam answers both in a hard copy and electronically to the dropbox on MyLO for this unit. Please note that each submission will also go through TURNITIN. TURNITIN is a text matching system which determines if quotes have been correctly sourced and whether matches identified by Turnitin indicate that plagiarism may have occurred. You are advised to use TURNITIN prior to submitting your exam to verify that your exam does on contain plagiarism.</strong></td>
<td><strong>Task Length</strong></td>
<td>Well prepared students should be able to complete the exam within a 6 hour period. However many students may find their preparation is not sufficient to complete it in this time frame. Students are very strongly advised to make a very early start on the take home once it is distributed.</td>
</tr>
<tr>
<td><strong>Due by date</strong></td>
<td><strong>2pm Friday 31 May</strong></td>
<td></td>
</tr>
</tbody>
</table>
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment
2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.
Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

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**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author’s words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.
Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text [available from the Co-op Bookshop]:

There is no prescribed text for this unit. However the readings are an important component of this unit. These are described below.

Recommended readings

The recommended readings are an important component of this unit. A number of readings will be drawn from the following textbook:


Students will also be referred to the following first year microeconomics text to provide review material for particular topics covered: Frank, R.H, S.M, Jennings, & Bernanke, B.S., (2009), Principles of Microeconomics, (second edn), McGraw Hill.

Other readings are given in the unit schedule below found on the last page of this outline. Most readings for this unit are available electronically from the library's website on via the following web page: http://www.library.utas.edu.au/

Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.
Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

There will be two 50 minute lecture sessions each week throughout the semester. These sessions are held from 10am to 12pm on Wednesdays in Engineering room 201 – Lecture Theatre 1. The lecture component will cover the core examinable material in the unit and attendance is essential. You are expected to develop a strong understanding of the material covered in lectures, and then be able to apply that knowledge. Thus, lecture attendance is not a substitute for reading and study conducted in your own time. Lecture notes will be available to students via MyLO before lectures. Lecture notes are provided to reduce the amount of copying down you must do in lectures, and to allow you to more easily concentrate on understanding the material presented. These are not considered to be a substitute for taking your own lecture notes, which are your own responsibility in this unit.

You are required to attend a weekly 50 minute workshop session, commencing in Week 2 (the second week of first semester). In weeks 2-8 (inclusive) and 9-13 (inclusive) the workshops will involve group problem solving. The problems set for each workshop are intended to reinforce and extend material covered in lectures. The problems to be discussed will be available in the week prior to Workshops. To benefit most from the workshop you should prepare rough answers to the questions. Participation in weeks 2-8 (inclusive), 9-12 (inclusive) will be assessed.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.
Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Specific attendance/performance requirements**

In this unit, your active engagement will be monitored in the following way:

1. Participation in quizzes (3, 5, 7 and 11)
2. Workshop participation (each week)

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

**Teaching and learning strategies**

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.
WHEN YOU HAVE A QUESTION
Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

Concerns and complaints
The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the 'How to resolve a student complaint' page.

Further information and assistance
If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
# Unit schedule

<table>
<thead>
<tr>
<th>Topic No.</th>
<th>Topic</th>
<th>Reading/Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction and Overview of BEA305</strong></td>
<td></td>
<td>Unit Outline</td>
</tr>
<tr>
<td>1</td>
<td>Introduction: Unit structure and administration</td>
<td></td>
</tr>
<tr>
<td><strong>Linear Pricing</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 2 | Review: Costs, Demand & The Firm | C&P Ch2, p29-47  
Frank, Jennings, and Bernanke, Chs 5&6 |
| 3 | Linear pricing: Monopoly and competition | C&P Ch4, p88-107; C&P Ch3, p69-73; C&P Ch3, p56-69  
Frank, Jennings, and Bernanke, pp. 258-74 |
| 6A | Multiproduct monopolist | Lecture Notes |
| 6B | Linear pricing and the quality of goods | Lecture Notes |
| 6C | Linear pricing and advertising | C&P Ch14 pp. 471-483 |
| 7 | Direct price discrimination with linear pricing (3rd degree price discrimination) | C&P Ch. 9  
Frank, Jennings, and Bernanke, pp. 277-83. |
| 8 | Two part tariffs (requirement tie-in sales) | C&P p. 313-322  
| **Block pricing** |  |  |
| 9 | First degree price discrimination and Block Pricing | C&P p. 299-301  
Frank, Jennings, and Bernanke, pp. 275-7 |
| **Price & Quantity, information** |  |  |
| 12 | Information: Search | C&P p. 452-467 |
| 13 | Tying (package tie-in sales) | C&P. 321-333 |
| **Quirks and curiosities** |  |  |
| 15 | Review |  |
Please note that the tutorial schedule commences in week 2 of semester.

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Topic/s and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>4 March</td>
<td>Group problem solving sessions 1 (Participation assessed)</td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>Group problem solving sessions 2 (Participation assessed)</td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Group problem solving sessions 3 (Participation assessed)</td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Group problem solving sessions 4 (Participation assessed)</td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Group problem solving sessions 5 (Participation assessed)</td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Group problem solving sessions 6 (Participation assessed)</td>
</tr>
<tr>
<td>8</td>
<td>15 April</td>
<td>Group problem solving sessions 7 (Participation assessed)</td>
</tr>
</tbody>
</table>

Mid-semester breaks 18 April to 24 April (inclusive)

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Topic/s and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>29 April</td>
<td>In class test</td>
</tr>
<tr>
<td>10</td>
<td>6 May</td>
<td>Group problem solving sessions 8 (Participation assessed)</td>
</tr>
<tr>
<td>11</td>
<td>13 May</td>
<td>Group problem solving sessions 9 (Participation assessed)</td>
</tr>
<tr>
<td>12</td>
<td>20 May</td>
<td>Group problem solving sessions 10 (Participation assessed)</td>
</tr>
<tr>
<td>13</td>
<td>27 May</td>
<td>Group problem solving sessions 11</td>
</tr>
</tbody>
</table>

Exam Period 8 – 25 June (inclusive)
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.