Managerial Economics

BUSN-6120

S1 2021  Section NL  3 Credits  01/04/2021 to 03/05/2021  Modified 12/21/2020

Meeting Times

Wednesday (1/6, 1/13, 1/20, 1/26, 2/3, 2/10, 2/16, 2/24, 3/3)

January 1, 2021 first day to log into course.

January 6, Wednesday, first time we meet.

Contact Information

Description

The student examines the application of microeconomic theory as applied to the managers' responsibilities within the organization. This course should emphasize the quantitative and qualitative application of economic principles to business analysis.

Requisites

BUSN 5620 and BUSN 5760

Outcomes

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<tr>
<th>Outcome</th>
<th>Expectation</th>
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<tr>
<td>1. Students understand how market forces affect price and quantity</td>
<td>Students can utilize basic supply and demand analysis (graphical and quantitative) to predict the likely impact of events on the price and quantity sold of any product.</td>
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<td>2. Students understand elasticity and its relationship to pricing and revenue</td>
<td>Students can both calculate elasticity and estimate elasticity empirically. Given the result the student can correct predict the effect of a given change in price on revenue.</td>
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| 3. Students can utilize statistical analysis to assess product demand conditions | Students can take provided data and correctly estimate a demand function, determine the statistical significance, calculate the product elasticities (price, cross, and income) and infer the implications of that information to market demand conditions.  
Students can also learn how to measure risk and uncertainty, and then incorporate these measures into their business decision making. |
4. Students can utilize industry analysis to assess market position

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<th>Task</th>
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<td>Students can identify which of the four primary market structures most</td>
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<tr>
<td>appropriately correlates to an industry. The student can draw inferences</td>
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<tr>
<td>regarding firm behavior and performance.</td>
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<td>Students can identify the Oligopolistic model that best describes the</td>
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<tr>
<td>behavior of an Oligopolistic industry.</td>
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<td>Students can use basic game theoretic analysis to describe the behavior</td>
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<tr>
<td>of firms in an Oligopolistic industry.</td>
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<td>Students can also utilize Michael Porter’s Five-forces model to assess</td>
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<tr>
<td>market potential and gain draw inference regarding firm behavior and</td>
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<tr>
<td>potential performance.</td>
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### Required Textbook

**Managerial Economics & Business Strategy**

- **Author:** Baye
- **Publisher:** MCG
- **Edition:** 9th
- **ISBN:** 978-1259290619

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### Deliverables

A general description is provided below:

- Deliverables (Homework Assignments, Projects) must be on time.
- Presentations should be logical, organized, and comprehensive.

**Examinations** - There will be a midterm exam in week 5. There will be 10 questions at 10 points each. Take Home. Examinations are a combination of objective (computational) and essay or conceptual questions, comprehensively covering the major topics addressed in the lecture/case study discussions. Partial credit is awarded on computational problems when process work is shown. Graphs are not expected to be to scale but for illustrative purpose in demonstrating graphically an understanding of the concept being explained or problem being solved.

**Class participation** is expected. It is comprised of two components. First, students must attend class in order to have the opportunity to participate. Secondly, active participation in class is encouraged and is evidenced by engaging in class discussions, asking questions, offering insights and suggestions, and otherwise adding value to the classroom experience.

Class time will be devoted to lecture, discussion, short videos, and analysis of problems. Students should complete readings and assignments prior to class meetings. Typically, problems and cases are due the week following the corresponding chapter and lecture. We will go over these in class. Written answers should be prepared for all questions and problems. All assigned homework will be collected and graded, and will be instrumental in determining your course grades.

**Homework**: Students should expect to invest substantial amounts of time, in and out of class, to keep up with readings and assignments. It is important to your learning that you attempt all assigned tasks, and ask questions on any unclear concepts and problems. Help sessions may be scheduled before class, during office hours – please ask, if you would like individual or small group time. We will go over homework in class as well.

**PAPERS** - Every even numbered week, weeks 2, 4, 6, and 8, you will write a Topic Paper (1-2 pages max.) that will cover any current microeconomic and/or management topic. Anything that covers consumers and business performance. Solid resources include the Wall Street Journal, The Economist, Fortune, Bloomberg’s......
<table>
<thead>
<tr>
<th>Component</th>
<th>% of Total Grade</th>
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<tbody>
<tr>
<td>Homework assignments</td>
<td>10</td>
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<tr>
<td>Class participation</td>
<td>10</td>
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<tr>
<td>Midterm Exam</td>
<td>20</td>
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<tr>
<td>Topic Papers</td>
<td>40</td>
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<tr>
<td>Project________</td>
<td>Final 20________</td>
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<tr>
<td>Total</td>
<td>100</td>
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**Schedule**

**SCHEDULE**

**WEEK 1:** Managerial Economics Fundamentals, Demand, Supply and Learning Objectives Overview  
Problem 7, page 24, Problem 22, page 62

**WEEK 2:** Market Structure, Equilibrium, Performance, Demand and Elasticity  
Presentation of Topic Paper # 1. Problem 15, page 97 and Problem 16 page 131

**WEEK 3:** Decision Making, Marginal Analysis, Exam I  

**WEEK 4:** Business Strategies key approaches, Consumer Behavior Theory  
Presentation of Topic Paper # 2. Problem 14, page 369 and Problem 14, page 403

**WEEK 5:** MID TERM EXAM

**WEEK 6:** Forecasting Demand, Managing costs, Exam II  

**WEEK 7:** Managerial Decisions, Competitive Strategies, Uncertainty, Government Policies  

**WEEK 8:** Case Studies Discussions, Evaluations  
Presentation of Topic Paper # 4.

**WEEK 9:** Learning Objectives Review, Final Exam- Course Completion  
Group Project Presentation - Power Point and Oral.

**Course Policies**
Course Requirements:

Course Attendance:

The University reserves the right to drop students who do not attend class the first two weeks of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences.

Conduct:

Students enrolling in a degree program at Webster University assume the obligation of conducting themselves in a manner compatible with the University’s function as an education institution. Misconduct for which students are subject to discipline may be divided into the following categories:

1. All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University.
2. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University activities or of other authorized activities on University premises.
3. Classroom disruption. Behavior occurring within the academic arena, including but not limited to classroom disruption or obstruction of teaching, is within the jurisdiction of Academic Affairs. In case of alleged campus and/or classroom disruption or obstruction, a faculty member and/or administrator may take immediate action to restore order and/or to prevent further disruption (e.g. removal of student[s] from class or other setting). Faculty members have original jurisdiction to address the immediacy of a situation, as they deem appropriate. When necessary and appropriate, Public Safety and/or the local [or military] police may be contacted to assist with restoring peace and order. Faculty response is forwarded to the academic dean (or his or her designee) for review and, if necessary, further action. Further action might include permanent removal from the course. Repeated offenses could lead to removal from the program and/or the University.
4. Theft of or damage to property of the University. Students who cheat or plagiarize may receive a failing grade for the course in which the cheating or plagiarism took place.

Students who engage in any of the above misconducts may be subject to dismissal from the University on careful consideration by the executive vice president of the University or his designee. To the extent that penalties for any of these misconducts (e.g. theft or destruction of property) are prescribed by law, the University will consider appropriate action under such laws.

Students are subject to the Student Code of Conduct and Judicial Procedure described in the Online Student Handbook.

Course Contact Hours:

Unless a course has enrolled fewer than four students, faculty has a contractual obligation to meet the full complement of contact/meeting hours (32 for undergraduate courses; 36 for graduate courses). Not to meet this full complement of hours may be construed as a breach of contract and may also endanger Webster University’s accreditation by The Higher Learning Commission, a commission and membership in the North Central Association of Colleges and Schools, and its licensure by the State of Florida. Finally, course meetings which are missed for any reason must be made up.

NOTE:

To achieve the objectives of this course, this syllabus may be revised at the discretion of the instructor without prior notification or consent of the student.

Institutional Policies

Academic Policies

Academic policies provide students with important rights and responsibilities. Students are expected to familiarize themselves with all academic policies that apply to them. Academic policies for undergraduate students can be found in the Undergraduate Studies Catalog; graduate students should review the Graduate Studies Catalog.

Undergraduate Studies Catalog

The Undergraduate Studies Catalog contains academic policies that apply to all undergraduate students. The academic policies...
and information section of the catalog contains important information related to attendance, conduct, academic honesty, grades, and more. If you are an undergraduate student, please review the catalog each academic year. The current Undergraduate Studies Catalog is at:

http://www.webster.edu/catalog/current/undergraduate-catalog/ (http://www.webster.edu/catalog/current/undergraduate-catalog/)

Graduate Studies Catalog

The Graduate Studies Catalog contains academic policies that apply to all graduate students. The academic policies section of the catalog contains important information related to conduct, academic honesty, grades, and more. If you are a graduate student, please review the catalog each academic year. The current Graduate Studies Catalog is at:

http://www.webster.edu/catalog/current/graduate-catalog/ (http://www.webster.edu/catalog/current/graduate-catalog/)

Grading

The Grades section of the academic catalog outlines the various grading systems courses may use, including the information about the final grade reported for this class.

Undergraduate

http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading (http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading)

Graduate

http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html#grades (http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html#grades)

Incomplete

There are important policies that govern grades of Incomplete (I), including the circumstances under which Incomplete grades are granted, deadlines for completion, and consequences should the remaining course work not be completed. It is the responsibility of a student who requests an Incomplete to ensure that he/she understands and follows the policies.

Grade Appeals

Instructors are responsible for assigning grades, and student should discuss grade issues with the instructor. Policies and procedures for appealing grades are available in the appropriate catalog.

Academic Honesty Policy

Webster University is committed to academic excellence. As part of our Statement of Ethics, we strive to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism and all other forms of academic dishonesty. Academic dishonesty is unacceptable and is subject to a disciplinary response. Students are encouraged to talk to instructors about any questions they may have regarding how to properly credit others’ work, including paraphrasing, quoting, and citation formatting. The university reserves the right to utilize electronic databases, such as Turnitin.com, to assist faculty and students with their academic work.

The University’s Academic Honesty Policy is published in academic catalogs:

Undergraduate


Graduate

http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html (http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html)

As a part of the University commitment to academic excellence, the Academic Resource Center provides student resources to become better acquainted with academic honesty and the tools to prevent plagiarism in its many forms:
Statement of Ethics

Webster University strives to be a center of academic excellence. The University makes every effort to ensure the following:

- The opportunity for students to learn and inquire freely
- The protection of intellectual freedom and the rights of professors to teach
- The advancement of knowledge through scholarly pursuits and relevant dialogue

To review Webster University's statement of ethics, see the Undergraduate Studies Catalog and the Graduate and Studies Catalog:

Undergraduate
http://www.webster.edu/catalog/current/undergraduate-catalog/overview.html#ethics

Graduate
http://www.webster.edu/catalog/current/graduate-catalog/ethics.html

Contact Hours for this Course

It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, the content must be covered at another time.

Important Academic Resources

Academic Accommodations

Webster University makes every effort to accommodate individuals with academic/learning, health, physical and psychological disabilities. To obtain accommodations, students must identify themselves and provide documentation from a qualified professional or agency to the appropriate campus designee or the Academic ADA Coordinator at the main campus. The Academic ADA Coordinator may be reached at 314-246-7700 or disability@webster.edu (mailto:disability@webster.edu).

If you have already identified as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor of the accommodations you will require for this class at the beginning of the course.

Academic Resource Center

Additional support and resources may be accessed through the Academic Resource Center (ARC). Support and resources include academic counseling, accommodations, assistive technology, peer tutoring, plagiarism prevention, testing center services, and writing coaching. Visit www.webster.edu/arc (http://www.webster.edu/arc) or Loretto Hall 40 on the main campus for more information.

Student Success Portal

Webster University’s Student Success Portal, powered by Starfish, is a communications tool to connect students with faculty members and campus support services. It allows faculty and staff members to communicate with you regarding academic achievements as well as areas where support may be helpful. You may use the portal to contact faculty and staff members for assistance and to arrange meetings. Activity in the portal will be communicated to your Webster University email account. The Student Success Portal is available via your course home page in WorldClassRoom or via Connections. Learn more about the Student Success Portal at http://www.webster.edu/success/students.html (http://www.webster.edu/success/students.html).

University Library

Webster University Library is dedicated to supporting the research needs and intellectual pursuits of students throughout the University’s worldwide network. Resources include print and electronic books, journal articles, online databases, DVDs and streaming video, CDs and streaming music, datasets, and other specialized information. Services include providing materials at no cost and research help for basic questions to in-depth exploration of resources. The gateway to all of these resources and services is http://library.webster.edu (http://library.webster.edu/). For support navigating the library’s resources, see
Drops and Withdrawals

Drop and withdrawal policies dictate processes for students who wish to unenroll from a course. Students must take proactive steps to unenroll; informing the instructor is not sufficient, nor is failing to attend. In the early days of the term or semester, students may DROP a course with no notation on their student record. After the DROP deadline, students may WITHDRAW from a course; in the case of a WITHDRAW, a grade of W appears on the student record. After the WITHDRAW deadline, students may not unenroll from a course. Policies and a calendar of deadlines for DROP and WITHDRAW are at:

*Undergraduate*
http://www.webster.edu/catalog/current/undergraduate-catalog/enrollment.html

*Graduate*
http://www.webster.edu/catalog/current/graduate-catalog/enrollment.html

Academic Calendar - http://www.webster.edu/academics/academic-calendar/

Current tuition rates, policies, and procedures, including details of pro-rated tuition refunds, are available in the “Tuition, Fees, and Refunds” section of Webster’s Academic Catalogs:

*Undergraduate*
http://www.webster.edu/catalog/current/undergraduate-catalog/tuition.html

*Graduate*
http://www.webster.edu/catalog/current/graduate-catalog/tuition.html

Student Handbook and Other Important Policies

Student handbook and other non-academic policies may apply to you and may impact your experience in this class. Such policies include the student code of conduct, privacy, technology and communications, and more. Please review the handbook each year and be aware of policies that apply to you. The handbook is available at:

http://www.webster.edu/student-handbook/

Sexual Assault, Harassment, and Other Sexual Offenses

Webster University makes every effort to educate the community to prevent sexual assault, harassment, and other sexual offenses from occurring, and is committed to providing support to those affected when this behavior does occur. To access information and resources or to review the Policy on Sexual Assault, Harassment, and Other Sexual Offenses, visit:

http://www.webster.edu/sexual-misconduct/

Research on Human Subjects

The Webster University Institutional Review Committee (IRB) is responsible for the review of all research on human subjects. The IRB process applies to all Webster University faculty, staff, and students and must be completed prior to any contact with human subjects. For more information on the IRB, visit:

http://www.webster.edu/irb/index.html

Course Evaluations

At the end of this course, you will have the opportunity to provide feedback about your experience. Your input is extremely valuable to the university, your instructor, and the department that offers this course. Please provide your honest and thoughtful evaluation, as it helps the university to provide the best experience possible for all of its students.
Important Technology Information

Connections Accounts

Webster University provides all students, faculty, and staff with a University email account through Connections. Students are expected to activate their Connections account and regularly check incoming University email. Students may choose to have their University email forwarded to an alternate email address. Connections account holders can call the Help Desk (314-246-5995 or toll free at 1-866-435-7270) for assistance with this setup. Instructions are also provided on the Information Technology website at:

http://www.webster.edu/technology/service-desk/

WorldClassRoom

WorldClassRoom is Webster’s Learning Content Management System (LMS). Your instructor may use WorldClassRoom to deliver important information, to hold class activities, to communicate grades and feedback, and more. WorldClassRoom is available using your Connections ID at:

https://worldclassroom.webster.edu/

Webster Alerts

Webster Alerts is the University’s preferred emergency mass notification service, available free to current students, faculty and staff at all US campuses. By registering a valid cell phone number and email address, you will receive urgent campus text, voice mail and email communications. Valuable information concerning a range of incidents affecting you - from weather-related campus closures, class delays and cancellations, to more serious or life-threatening events - are immediately and simultaneously delivered through multiple communication channels. To register for Webster Alerts, visit:

http://www.webster.edu/technology/services/webster-alerts/