

ECO 5357: Managerial Economics Fall 2017

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TEXTBOOK: Economics of Managerial Decisions, Pearson, (2018) Roger Blair and Mark Rush.

Prerequisites: Graduate Standing; Managerial Economics: The application of economic theory and the tools of decision science to examine how an organization can achieve its aims or objectives most efficiently.

OBJECTIVES OF THE COURSE

1. To develop the theory of the firm to integrate and link economic theory, decision sciences, and functional areas of business.
2. To examine how economic theory, decision sciences and functional areas of business lead to improved managerial decision making.
3. To review some basics of demand and supply.
4. To analyze how price and output are determined under various market environments.
5. To examine various pricing practices under various forms of market organization, including regulation.
6. To examine fundamental macroeconomics topics.

CLASS MEETINGS

Class meeting will be held when the student accesses the lecture videos, and reads chapters and notes.

TEACHING METHOD

The teaching methods utilized will be lecture, class discussion, problem analysis, case study, class research, and web-based exercises conducted through SHSU Online.

Methods of Evaluation:

1. Quizzes (web assignments): Questions to be answered and submitted via SHSU Online.
2. Tests to be taken on SHSU Online.

COURSE EVALUATION PROCESS

Final grades will be based on the percentage of total points (500 points possible) obtained during the term. Averages will be determined as follows:

two (2) tests	40%
comprehensive final test	30%
six (6) quizzes-web assignments	30%

Course grades are determined by applying the following scale to a student's weighted average:

90 and above-- A, 80 to 89-- B, 70 to 79-- C, 60 to 69-- D, Below 69 --F.

TESTS

Tests are designed to test the student's understanding of facts, concepts, and problem-solving methods. The ability to perform well on tests will require substantial reading of the text and answering the questions at the end of each chapter or handout.

There will be three (3) tests during the term. Tests 1 and 2 will be worth 100 points each and may include essay-type questions, problems, and objective questions. The final test (Test 3) will be worth 150 points, including approximately 50 points of comprehensive material.

No make-up tests will be given. If a test 1 or 2 is missed, **90%** of the final test grade will be counted for the missed test.

Tests 1-2 will be two hour exams. The test period will be opened on Wednesday at 1 a.m. and will remain open until Saturday 8 p.m. to provide ample time for each student to find the appropriate time to complete the exam.

Once the test is opened, it must be completed within the two hour period; once the test has been exited you cannot reenter the test area. After two hours, the test window will close automatically. After you have completed the exam, you may not discuss the test with your classmates until the test period has ended. Any discussion of the exam during the test period will be a violation of the student code of conduct. Test 3 will be administered in accordance with the university schedule.

No make-up tests will be given. If test 1 or 2 is missed, **90%** of the final test grade will be counted for the missed test.

Test # 1 will cover stated chapters, class notes and videos.

Test # 2 will cover stated chapters, class notes and videos and any materials covered in the course up to that point from previous weeks.

Test # 3 will cover stated chapters, class notes and videos and materials covered during the course; Test 3 will be comprehensive.

QUIZZES (Web Assignments)

During the term six (6) comprehensive quizzes (web assignments) will be assigned; each will have a value of 25 points. The quizzes will cover certain stated chapters, as well as materials covered up to the point of the quiz. Some of the web assignments may require students to evaluate and prepare a written commentary. The quiz period will be opened on Thursday at 1 a.m. and will remain open until 8 pm on Saturday to provide ample time for each student to find the appropriate time to complete the exam. Each quiz will be open for one hour.

No make-up quiz is permitted.

TEXTBOOK AND READING

Each chapter of the textbook will be posted to blackboard.

The nature of the course necessitates that the chapters from the text and other assigned materials be read.

LECTURE OUTLINES

Lecture outlines, including some "PowerPoint" presentations from my lectures and text materials will be available on SHSUonline.

Instructor Teaching Technique: Lectures (via video), text materials, web assignments, class notes.

COURSE POLICIES

1. Exams and quizzes will be given at dates announced by the instructor. **No make-up permitted on test or quizzes.**
2. If I may be of assistance to you personally during the course, do not hesitate to contact me by phone, by email or in person.
3. **It is the student's responsibility to check the SHSU Online course page on a daily basis for course updates.**

4. Post questions related to the course on the virtual office. Course questions should **not** be sent via personal e-mail to me. Instead please keep all class correspondence within the virtual office to assure all students can view and respond.
5. All responses/questions must comply with the SHSU Code of Conduct.

ACADEMIC DISHONESTY:

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: [Dean of Student's Office](#)

STUDENTS WITH DISABILITIES POLICY

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the University. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center.

Students should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities.

If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center.

For a complete listing of the University policy, see:

<http://www.shsu.edu/dept/disability/>

ECONOMICS 5357

Managerial Economics

Fall 2017

Week	Dates	Chapters	Topics
1	8.23-8.26	1	Introduction to Managerial Economics
2	8.27-9.2	2	Demand and Supply and Quiz 1
3	9.3-9.9	3	Measuring and Using Demand
4	9.10-9.16	4	Cost Function and Quiz 2
5	9.17-9.23	4	More on Cost Curves
6	9.24-9.30	Test 1	Chapters 1-4, text materials
7	10.1-10.7	5	Perfect Competition
8	10.8-10.14	5	More Perfect Competition and Quiz 3
9	10.15-10.21	6	Monopoly
10	10.22-10.28	6, 7	More on Imperfect Markets and Quiz 4
11	10.29-11.4	Test 2	Chapters 5 - 7, text materials
12	11.5-11.11	8, 9	Oligopoly, Antitrust
13	11.12-11.18	10	Pricing Decisions and Quiz 5
14	11.19-11.25	11, 15	Vertical Integration Information; Includes Thanksgiving
15	11.26-12.2	video	Macroeconomics Overview and Quiz 6
16	12.3-12.7	Test 3	Chapters 1-11, 15, and selected comprehensive material