



Managerial Economics
BSAD 320 [all sections]
Southwestern College Professional Studies

COURSE SYLLABUS

I. Course Catalog Description

Economic analysis provides essential knowledge for business decision making and the development of business strategies. Given global and regional economic constraints, learners analyze business problems and evaluation solutions by applying micro and macro level economics models and methods.

Prerequisites: SSC110: Principles of Microeconomics, SSC111: Principles of Macroeconomics, and MASC115: Statistics and Probability.

II. Required and Supplementary Instructional Materials

Textbook

Froeb, L. M., McCann, B. T., Shor, M., & Ward, M. R. (2016). *Managerial economics: A problem solving approach* (4th ed.). Boston, MA: Cengage Learning. Print ISBN: 9781305259331. CourseSmart ISBN: 9781305446991.

Supplemental Readings

- “Innovators, Implementers, and Two-Sided Hold-Up” by Luke Froeb and Mikhael Shor (http://www.americanbar.org/content/dam/aba/publishing/antitrust_source/aug15_froeb_7_21_f.authcheckdam.pdf)
- “What Drives Gas Prices: Cartels, Speculators, or Supply and Demand?” by Kenneth P. Green (<https://www.aei.org/wp-content/uploads/2011/10/EEO-2011-08-No-3-g.pdf>)
- “Bernanke’s Bubble Laboratory” by Justin Lahart (<http://www.wsj.com/articles/SB121089412378097011>)
- “Yen Drops to 3½-Year Low Against Euro; Dollar Declines” by Andrea Wong (<http://www.bloomberg.com/news/articles/2013-09-18/dollar-trades-near-7-month-low-versus-euro-as-fed-avoids-taper>)
- “Gilead Signs Hepatitis C Pact to Cut Drug Cost for Poor” by Aditya Kalra and Zeba Siddiqui (<http://www.reuters.com/article/2014/09/15/us-gilead-sciences-india-idUSKBN0HA0TT20140915>)
- “The Bargaining Problem” by John Nash (<http://www.eecs.harvard.edu/cs286r/courses/spring02/papers/nash50a.pdf>)
- “Will Family Dollar Finally Agree to Dollar General’s Merger Offer?” by Rich Duprey (<http://www.fool.com/investing/general/2014/12/30/will-family-dollar-finally-agree-to-dollar-general.aspx>)
- “San Francisco Clamps Down on Monkey Parking App That Allows Drivers to Auction Public Parking Spots” (<http://sanfrancisco.cbslocal.com/2014/06/23/san-francisco-clamps-down-on-monkey-parking-app-that-allows-drivers-to-auction-public-parking-spots/>)
- “Marijuana Retailers May Not Have to Grow Their Own—And That’s Great, Attorney Says” by Michael Roberts (<http://www.westword.com/news/marijuana-retailers-may-not-have-to-grow-their-own-and-thats-great-attorney-says-5873769>)
- “How Much Are Drug Companies Paying Your Doctor?” by Charles Ornstein, Eric Sagara, and ProPublica (<http://www.scientificamerican.com/article/how-much-are-drug-companies-paying-your-doctor/>)

III. Course Delivery

There are two forms of course delivery Ground and Online:

Ground courses, or those that meet face-to-face on a weekly basis, also have an online component, which means some of the course content is delivered online. Southwestern College utilizes the Blackboard (Bb) learning management system.

Online courses typically contain a blend of synchronous (real-time) and asynchronous (not real-time) material. Depending on the course, you may be required at times to interact “live,” which might mean attending a scheduled Collaborate session. You may also be required to view or listen to a lecture or other video on a specific date and time. Of course, if there are circumstances that prohibit you from logging in to a scheduled synchronous activity, an alternate assignment will be provided. Please refer to the [Course at a Glance](#) section which will note any synchronous activities.

IV. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate’s knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Justify the role of managerial economics principles and practices in business decision making.
2. Explain economic models and methods, and their respective contributions to business decision making.
3. Apply appropriate economic models and methods to analyze different domestic and global business scenarios.
4. Evaluate various strategies that can be used to gain or maintain a sustainable competitive advantage, given variant domestic and global business scenarios.
5. Recommend business strategies, given findings from economic analysis and other relevant factors.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

V. Expectations

Learners can expect the instructor to:

- Respond to e-mail and phone contact attempts promptly (if you do not receive a response after 48 hours please follow-up as a technology glitch may have occurred)
- Substantially participate in weekly discussions/lecture
- Employ impartial and consistent grading practices
- Provide assignment grades and feedback in one week or less

Instructors can expect the learner to:

- Review the syllabus in its entirety requesting clarification prior to beginning week 1 coursework
- Obtain access to the required course materials prior to the class start date or notify the instructor of any delay no later than Tuesday of week 1 of the course
- Submit course assignment questions with enough notice to receive and incorporate feedback [prior](#) to the assignment due date (see [course late policy](#))
- Possess basic skills in Microsoft Office, and have the ability to access Blackboard
- Include the [course ID](#) (Ex: CORE101) on all e-mail correspondence

- Check Blackboard course announcements often during the course
- Communicate with instructors and classmates in a professional and respectful manner
- Substantially participate in weekly discussion/lecture (it is strongly suggested that Bb posts be prepared in a word processing software application then checked for grammar errors prior to submission)
- Submit assignments via the appropriate avenue (e.g. discussion board, Bb assignment link, etc.)
- Adhere to the Southwestern College [Student Code of Conduct](#) and [Standards of Academic Integrity](#)
- Create and submit original work

VI. Grading Scale and Criteria

<u>Grade</u>	<u>Quality Points</u>	<u>Course Scale</u>
A+	4.00	100%
A	4.00	94.0-99.9%
A-	3.67	90.0-93.9%
B+	3.33	87.0-89.9%
B	3.00	84.0-86.9%
B-	2.67	80.0-83.9%
C+	2.33	77.0-79.9%
C	2.00	74.0-76.9%
C-	1.67	70.0-73.9%
D+	1.33	67.0-69.9%
D	1.00	64.0-66.9%
D-	0.67	60.0-63.9%
F	0.00	< 60.0%

<u>Grade:</u>	<u>Criteria and Guidelines:</u>
A+	The grade of A+ is reserved for a perfect score (100%) of all work in a course.
A	Superior work: Superior performance that far exceeds the minimum expectations and demonstrates an excellent understanding of the concepts addressed in the course.
B	Above average work: Good performance that exceeds the minimum expectations and demonstrates a higher than average understanding of the concepts addressed in the course.
C	Average Work: Adequate performance that meets the minimal expectations and demonstrates a basic understanding of the concepts addressed in the course.
D	Minimally acceptable work for receiving credit: Below average performance that does not meet the minimum expectations and/or does not demonstrate a basic understanding of the concepts addressed in the course.
F	Failure: Unacceptable performance (in a professional context, this means “you’re fired.”)
WF	Withdraw/Fail: A final grade of WF will be recorded for learners who either never access/attend or submit any assignments for courses.
WD, AW, I, S, W, WM	Please refer to the Grading System section of the appropriate catalog.

VII. College Policies

Students are expected to read and abide by the college policies as listed in the appropriate catalog:

- [Undergraduate Catalog](#): For learners who do not possess a bachelor’s degree, are pursuing an additional bachelor’s degree or for graduate learners who are enrolled in 100-400 level courses.

- [Graduate Catalog](#): For learners who have earned a bachelor’s degree and are pursuing a master’s degree or graduate level certificate or learners who are enrolled in 500+ level courses.

- [Non-Discrimination Policy](#)
- [Student Code of Conduct](#)
- [Academic Integrity Policy](#)
- [Policies for Dealing with Violations of Academic Integrity](#)
- [Incomplete Policy](#)
- [Withdraw Policy](#)

VIII. Course Policies

Students are expected to read and abide by the course policies found in the instructor-specific syllabus located in the Blackboard course.

IX. [Technology Requirements](#)

X. Citation

Check the Academic Resources link in the course menu of your Blackboard course to find the specific requirements and resources for formatting manuscripts and documenting various kinds of sources when submitting written work.

XI. SafeAssign®

This instructor may use SafeAssign®, which is a system that allows for checking the originality of writing and proper citing. Your assignments may be run through this software.

XII. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	10	200	20%
Essays	10	200	20%
Mastery Assignments	2	300	30%
Problem Sets	6	300	30%
Total Points	28	1,000	100%

XIII. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> • <i>Managerial Economics</i>: Chapters 1–5 • Tutorial video: <ul style="list-style-type: none"> ○ “The One Lesson of Business” • “Innovators, Implementers, and Two-Sided Hold-Up” by Luke Froeb and Mikhael Shor 	Discussion 1 Discussion 2 Essay Problem Set Essay
2	<ul style="list-style-type: none"> • <i>Managerial Economics</i>: Chapters 6–11 • Tutorial video: <ul style="list-style-type: none"> ○ “Long-Run Equilibrium” • “What Drives Gas Prices: Cartels, Speculators, or Supply and Demand?” by Kenneth P. Green • “Bernanke’s Bubble Laboratory” by Justin Lahart 	Discussion Essay Problem Set Essay

Unit	Reading & Preparation Activities	Graded Work Due
3	<ul style="list-style-type: none"> • <i>Managerial Economics</i>: Chapters 12–14 • Tutorial video: <ul style="list-style-type: none"> ○ “Indirect Price Discrimination” • “Yen Drops to 3½-Year Low Against Euro; Dollar Declines” by Andrea Wong • “Gilead Signs Hepatitis C Pact to Cut Drug Cost for Poor” by Aditya Kalra and Zeba Siddiqui 	Discussion 1 Discussion 2 Problem Set Essay Mastery Assignment
4	<ul style="list-style-type: none"> • <i>Managerial Economics</i>: Chapters 15–16 • Tutorial video: <ul style="list-style-type: none"> ○ “Game Theory” • “The Bargaining Problem” by John Nash 	Discussion 1 Discussion 2 Essay Problem Set Essay
5	<ul style="list-style-type: none"> • <i>Managerial Economics</i>: Chapters 17–20 • Podcast audio: <ul style="list-style-type: none"> ○ Episode 570: “The Fine Print” • “Will Family Dollar Finally Agree to Dollar General’s Merger Offer?” by Rich Duprey • “San Francisco Clamps Down on Monkey Parking App That Allows Drivers to Auction Public Parking Spots” 	Discussion 1 Discussion 2 Essay Problem Set Essay
6	<ul style="list-style-type: none"> • <i>Managerial Economics</i>: Chapters 21–23 • Tutorial video: <ul style="list-style-type: none"> ○ “Getting Divisions to Work in the Best Interests of the Firm” • “Marijuana Retailers May Not Have to Grow Their Own—And That’s Great, Attorney Says” by Michael Roberts • “How Much Are Drug Companies Paying Your Doctor?” by Charles Ornstein, Eric Sagara, and ProPublica 	Discussion Essay Problem Set Mastery Assignment

XIV. College Resources

[Advising](#)

[Self-Service](#)

[Withdraw Form](#)

[Blackboard Learn](#)

[SCPS Bookstore](#)

[Deets Library](#)

[Online Writing Center](#): View this brief [video tutorial](#) that explains how to enroll in Blackboard

IT Support: Marilyn.clements@sckans.edu or 888-684-5335 x.121

XV. ADA Compliance Statement

Students in this course who have a disability preventing them from fully demonstrating their academic abilities should contact Steve Kramer, Disability Services Coordinator. This will begin the disability verification process and allow discussion of accommodations. He can be reached at (620) 229-6307 or (toll free) at 1-800-846-1543, or by email at steve.kramer@sckans.edu. The web page for Disability Services can be found here: <http://www.sckans.edu/student-services/1st-class/sc-access/>.

XVI. Senior Capstone and Graduate Projects:

The majority of the programs offered by Southwestern College Professional Studies conclude with a Senior Capstone or Graduate Project. During the Capstone or Project course students will be required to retrieve papers, assignments and projects that they created during their entire program of study. For this

reason it is imperative that students design a method of storing program course work for use during their final class at Southwestern College Professional Studies.