



<b>Course</b>	BUSN 6120 Managerial Economics
<b>Term</b>	Fall, 2009
<b>Instructor</b>	Dr E. T. Faux <a href="mailto:ee faux@hotmail.com">ee faux@hotmail.com</a> 202-213-7412
<b>Catalog Description</b>	The student examines the application of microeconomic theory as applied to managers' responsibilities within the organization. This course will emphasize the quantitative and qualitative application of economic principles to business analysis. .
<b>Prerequisites</b>	BUSN 5600 and BUSN 5760
<b>Course Level Learning Outcomes</b>	<p>The following is a list of the basic learning outcomes for the course:</p> <p>Upon a successful completion of the course, the Learner will be able to:</p> <ol style="list-style-type: none"> <li>1. conceptualize business problems and apply the basic principles of economics to make decisions that will enable firms to make decisions that will enable them to realize the goals of profit maximization</li> <li>2. Understand the market framework of demand and supply and its application in both the short run and the long run under different market scenarios</li> <li>3. Understand the meaning, importance and relevance of estimation techniques in managerial decision making as they apply to demand functions and forecasting procedures</li> <li>4. Determine the profit maximizing levels of output under different competitive market structures</li> <li>5. include risk and uncertainty in the decision-making process and how to manage them effectively in the domestic and international economies</li> <li>6. understand the role and importance of government and the implications its policy initiatives for businesses</li> </ol>

	<p>NOTE:  Outcome 1 will be achieved after the discussion of chapters 1 and 2 and after the case studies presentations.  Chapters 3 and 4 will enable the learner to accomplish learning outcome 2.  Chapters 3 and 4 will also play a part in the realization of outcome 3, as is chapter 5.  Outcome 4 is a “pivotal” point in the course as it begins to shape the realities of business decision-making from the perspective of the firm, and other business units. Chapters 8,9,10 provide the conceptual framework for this learning outcome with chapters 6 and 7 providing the “back drop”.</p> <p>Chapters 11reminds the learner of the implications resulting from the “lack of perfect information” and the attendant consequences for businesses. Options and possibilities for managing the situation are also presented. Chapter 12 takes the discussion a stage further and applies it to “major”(capital) project decisions. Both of these chapters will facilitate the realization of outcome 5.</p> <p>Outcome 6 is achieved when everything is said and done: when chapters 1 through 12 would have been finished. <b>The learner will then be in a position to “self-reflect” on the applications presented in chapters 13,14 and 15 which will then culminate in him or her presenting his or her own research paper to show case the managerial decision making concepts learnt in the course in an environment of his or her own choosing.</b></p>								
<p><b>Materials</b></p>	<p>Keat, Paul G. and Young, Philip K., <u>Managerial Economics: Economic Tools for Today's Decision Makers</u> 5th edition. Prentice Hall. 2006.</p> <p>A Valuable resource that must be consulted is the COMPANION WEBSITE: Located at <a href="http://prenhall.com/keat/">http://prenhall.com/keat/</a> (Click on the Companion Website under the Fifth Edition to explore the available resources)</p>								
<p><b>Grading</b></p>	<table border="1"> <tr> <td>Midterm Exam</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>30%</td> </tr> <tr> <td>Research Paper (Oral Presentation &amp; Paper Submission)</td> <td>10%</td> </tr> <tr> <td>Home Work</td> <td>5%</td> </tr> </table>	Midterm Exam	30%	Final Exam	30%	Research Paper (Oral Presentation & Paper Submission)	10%	Home Work	5%
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	Quizzes <b>TOTAL</b>	25% <b>100%</b>	
<b>Activities</b>	Quizzes, HW, Case study (Research Paper), Examinations		
<b>Policy Statements: University Policies</b>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><b>Academic Honesty</b> The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b> Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b> If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><b>Disturbances</b> Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>		
<b>Course Policies</b>	All work must be submitted by the due dates. No submission on Time = No Points is the policy. Exceptions(prior permission-preferably in writing- and approval to submit work at a later date mutually agreed upon by instructor and learner).		
<b>Weekly Schedule</b>	<b>Assignments Prior to</b>	Please go to the Companion Website <a href="http://prenhall.com/keat">prenhall.com/keat</a> Click on the Companion Website under Managerial Economics 5edition	

	<p><b>First Class</b></p>	<p>Hw #1            There you will see:            Select Chapter: TOC 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15(which does correspond to the chapters)            Click on 1 (Chapter 1)            Then click on ONLINE STUDY GUIDE            Click on Multiple Choice. Then complete all the 20 Multiple choice Questions. Please do not email the answers to me. You may email them to yourself for study and reference purposes by checking the box “ME”. (Print answers and bring to class for submission)            Next click on : REVIEW OF MATHEMATICAL CONCEPTS USED IN MANAGERIAL ECONOMICS             Read the text very carefully, then answer to the questions under the heading QUESTIONS.             Under the heading, PROBLEMS            Answer to Question 1, parts a and b.. Bring answers to class for submission.</p>
	<p><b>Week 1</b></p>	<p>Chapters: 1, 2            Managerial Economics, The Firm and Its Goals</p>
	<p><b>Week 2</b></p>	<p>Chapter 3, 4            Supply and Demand, Demand Elasticity.</p>
	<p><b>Week 3</b></p>	<p>QUIZ #1            Chapter 5:            Demand Estimation and Forecasting</p>
	<p><b>Week 4</b></p>	<p>Chapter 6            The Theory and Estimation of Production</p>
	<p><b>Week 5</b></p>	<p style="text-align: center;"><b>Mid-term Examination</b></p> <p>Chapter 7:            The Theory and Estimation of Cost</p>
	<p><b>Week 6</b></p>	<p>Chapters: 8, 9            Pricing and Output Decisions: Perfect Competition and Monopoly, Pricing and Output Decisions: Monopolistic Competition and Oligopoly</p>

	<b>Week 7</b>	Chapters: 10, 11 Special Pricing Practices, Asymmetric Information.
	<b>Week 8</b>	Chapter 12: Budgeting, Risk, and Uncertainty,  ***General Discussion on the relevance and application of the concepts, including their international/global dimensions. Students will conceptualize these ideas in the individual case studies and will be able to share their “experiences” with others via individual presentations.  Case Studies Presentation as needed
	<b>Week 9</b>	Final Examination <b>(The final exam will be designed to allow the student to apply and use the conceptual skills and knowledge base derived from the course)</b>
<b>Additional Information</b>	<p>You are expected to attempt as many of the end of chapter discussion questions and problems as you can. And if you encounter difficulties, please do not hesitate to contact me. I do believe in the principle of “nothing tried, nothing gained”, so for the sake of expediency and efficiency, I will always ask to see what you have done first so as to know how and where to proceed.</p> <p>All work must be submitted on time on the due dates to avoid a grade penalty of 40% off the grade earned. Exception: Prior written request for, and granting of an approval, for submission at a later date agreed upon by learner and instructor. Past this new date, there will be a grade penalty of 75% off the earned grade.</p>	

