

**ECO 5303:W01**  
**Managerial Economics**  
**Course Syllabus**  
**Fall 2015**  
**Professor Pamela Maretz, Ph.D.**

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Office Hours: M: 11:00AM-5:00PM; W: 11:00AM-3:00PM  
You are welcome to drop in at any hour not posted, contact me via email, and/or arrange an appointment.

**Course Materials**

Some materials and links to reading or films shall from time to time be posted on Blackboard as announced.

The text you need for the course is:

*Managerial Economics- Economic Tools for Today's Decision Makers*, Keat, Young and Erfle. Pearson. 7<sup>th</sup> ed. ISBN: 978-0-13-302026-7

Books you need for the course are:

The Silencing: How the Left is Killing Free Speech by Kirsten Powers

Defending the Free Market: The Moral Case for a Free Economy

Robert A. Sirico

**Evaluation**

Three tests @ 20%	60%
2 Book Discussion @ 20%	40%
Total	100%

The Tests are composed of multiple-choice questions from the assigned text chapters, reading, discussion, video, and any other sources discussed or assigned.

Discussion means true discussion. You must be prepared to have an interactive discussion with your classmates on the assigned reading and the assigned reading questions. Lack of preparation and participation will earn a 0%.

**Important**

I will communicate with you via class announcement, BB announcement, and or/email message. The email I shall use is your **Sul Ross assigned email**. No excuse shall be accepted if you miss a change in assignments, class dates, and/or test dates.

**University Policy**

Please consult your Student Handbook to familiarize yourself with university policy. The professor adheres to all Sul Ross State University policies including the Americans with Disability Act policy as follows:

Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact the Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is PO Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203

### **Department of Business Administration MBA Program Learning Outcomes**

PLO 1 Analyze and solve complex business problems across major business functions, using advanced business principles and strategies

PLO 2 Communicate in-depth business information through written oral and other delivery processes

PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

PLO 4 Identify and describe the major and minor components of the external business environment

### **Learning Outcomes**

Highlight the pivotal link between economics and key business concerns such as costs, prices, and markets.

Weigh the strategic costs and benefits of each business choice.

Intuit power of economic insight on business decision-making.

Identify those factors, which will cause demand and supply to change and determine the effect on price and resource allocation.

Explore the law of diminishing marginal utility and its applications.

Appreciate the notion of economic costs.

Grasp the analysis inherent in economic profits.

Appreciate the relationship between consumers, producers, government, and economics.

Gain understanding of property rights, transaction costs, and opportunity costs.

### **Course Description**

This course introduces the power of economics in decision-making.

### **Objectives**

The objectives of this course include the presentation of the market system, price theory, theory of the firm, and externalities in order that each student is introduced to the tools of economic analysis for management.

***Distance Education Statement:*** Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. *[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]* The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

ECONOMICS 5303

FALL 2015

Course

Calendar\*

WK

1	Date	Material Assignment
	24-Aug	Orientation
	26-Aug	What is Economics?
	28-Aug	Exercise
2		
	31-Aug	Ch 2 The Firm and Its Goals
	2-Sep	Ch 2 The Firm and Its Goals
	4-Sep	Exercise
3		
	7-Sep	Labor Day Holiday
	9-Sep	Ch 3 Supply and Demand
	11-Sep	Exercise
4		
	14-Sep	Ch 3 Supply and Demand
	16-Sep	Ch 4 Elasticity
	18-Sep	Exercise
5		
	21-Sep	Ch 4 Elasticity
	23-Sep	Review
	25-Sep	Exercise
6		
	28-Sep	Test One 2,3,4
	30-Sep	Exercise
	2-Oct	Exercise
7		
	5-Oct	Book discussion The Silencing
	7-Oct	Book discussion The Silencing
	9-Oct	Exercise
8		
	12-Oct	Ch 6 Production
	14-Oct	Ch 6 Production
	16-Oct	Exercise
9		
	19-Oct	Ch 7 Cost
	21-Oct	Ch 7 Cost

10	23-Oct	Exercise
	26-Oct	Review
	28-Oct	Test Two Chs 6,7
11	30-Oct	Exercise
	2-Nov	Ch 8 Pricing and Output
	4-Nov	Ch 8 Pricing and Output
	6-Nov	Excercise
12	9-Nov	Ch 9 Pricing and Output
	11-Nov	Ch 9 Pricing and Output
	13-Nov	Exercise
13	16-Nov	Review
	18-Nov	Test Three Chs 8,9
	20-Nov	Exercise
14	23-Nov	Book Discussion Defending the Free Market
	25-Nov	Thanksgiving
	27-Nov	Thanksgiving
	30-Nov	Book Discussion Defending the Free Market
15	2-Dec	Grade Review

**\*All dates and assignments are subject to change. It is the student's responsibility to be aware of any changes as announced in class, on BB, or via your Sul Ross email. This includes test dates.**