

**Syllabus**  
**ECO 5303 Managerial Economics**  
**Fall 2019 web**  
**Dr. Pamela Maretz, Professor of Economics**  
**Department of Business - Sul Ross State University**  
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**Office Hours M & W 9 – 10 AM Central Time, text, or email**

You are welcome to email or text me at any reasonable hour or day not posted.

### **I. Instructional Materials:**

**A) Managerial Economics** 12th Edition

Christopher Thomas (Author), S. Charles Maurice (Author)

McGraw-Hill/Irwin

ISBN 978-0-07-802190-9

**B)** Some materials and links to reading or videos are assigned on a designated list on Blackboard.

### **II. Course Requirements and Information**

**A)** The student's grade shall be based upon five objective style tests @ 20% = 100% on the assigned material.

**B)** Each test is posted and shall be taken on Blackboard during the specific hours/dates designated.

**C)** Your professor will communicate with you via Blackboard announcement and/or Sul Ross email.

**D)** Further course information is posted separately on Blackboard.

### **III. Criteria for Grade Evaluation**

**A)** Grading is on a 100 point, 10-point break. A= 90-100 B=80-89 and so forth.

**B)** Each of the five tests counts equally in the course grade average.

### **IV. Course Objectives**

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

### **V. Student Course Learning Outcomes**

The successful student will:

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

**B)** Weigh the strategic costs and benefits of each business choice.

**C)** Intuit power of economic insight on business decision-making.

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

**E)** Explore the law of diminishing marginal utility and its applications.

- F) Appreciate the notion of economic costs.
- G) Grasp the analysis inherent in economic profits.
- H) Appreciate the relationship between consumers, producers, government, and economics.
- I) Gain understanding of property rights, transaction costs, and opportunity costs.

#### **IV. Department of Business Administration MBA Student Learning Outcomes (SLO)**

**SLO 1** Graduate students will analyze & solve complex business problems across major business functions, using advanced business principles and strategies, with topics including but not limited to, financial statement analysis, time value of money, stock valuation, and net present value.

**SLO 2** Communicate in-depth business information through written and/or oral presentation.

**SLO 3** Analyze the impact of ethical and social responsibility challenges to business.

#### **VII. Special Needs**

ADA (Americans with Disabilities Act)

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 Mary Schwartz, M. Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas Telephone: 432-837-8691. E-mail: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu) .

#### **VIII. Academic Honesty and University Policies**

"The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University 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, plagiarism, collusion, and the abuse of resource materials." --Excerpt from the Student Handbook All University Policies are applicable.

\*I am happy to talk to you via my cell phone number. Due to the tremendous number of marketing calls we all receive, please text me first identifying yourself so that I may respond to your text or call as you prefer. Also, please note I live in an area with patchy cell service so if I may not be able to respond immediately.