

Sul Ross State University
ECO5303 – Managerial Economics
Fall Semester 2020

Professor: Dr. Gregory Roof
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Classroom: Online
Office: BAB 311
ZOOM: <https://zoom.us/j/2877748042>

Blackboard: <http://sulross.edu/bb> *** Blackboard is the primary method of course content delivery for this class. You must login to your Blackboard account during the first week of the Fall 2020 semester to register your participation in our class.

Primary Text: Principles of Managerial Economics. The Open University of Hong Kong. Link to free textbook:
http://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf

Reference Text (optional): Principles of Microeconomics Openstax Rice University
Link to free textbook:
<https://openstax.org/details/books/principles-microeconomics-2e>

COURSE DESCRIPTION: This course is a study in applied microeconomics as related to the profit maximizing behavior of the firm. Topics include cost and revenue structures under perfect competition, monopoly, oligopoly and monopolistic competition, supply and demand, elasticities, organization theory and market regulation.

COURSE OBJECTIVES: Throughout this course, each student will have the opportunity to

- gain an understanding of the microeconomic foundations of business decision-making
- apply economic analysis to real-world problems and
- better appreciate the role of economics in an MBA program and in running a business

METHOD OF EVALUATION: Each student will earn a grade in the course based on three unit exams, each worth $\frac{1}{3}$ of the final average. Each exam will be graded on a scale of 0-100. Final letter grades will be assigned according to the following scale: 100-85=A, 84-70=B, 60-70=C, 59 and below=F. A grade of **I** will be issued only as a last resort in accordance with university policy.

ATTENDANCE AND DROP POLICY: All students are expected to remain actively engaged in this online course via Blackboard, email, and Zoom video conferences (if necessary). Students desiring to drop this course should do so through the office of the registrar by the **official drop date – November 13, 2020**. Any student who disrupts the educational process of this class or who is found engaging in academic dishonesty will receive a failing final grade and will be barred from further participation in the class.

Class Calendar
ECO5303 - Managerial Economics
Fall Semester 2020 - Dr. Roof

Prepared August 6, 2020

***** TEST SCHEDULE *****

Unit #1 - Revenue, Costs, Profit, Supply and Demand and Elasticities
Chapters 1-4 in Primary Text plus material available on Blackboard
Exam #1 will be due through Blackboard by **Sunday, September 27th**

Unit #2 - Economics of Organization, Perfect Competition and Market Equilibrium
Chapters 5-6 in Primary Text plus material available on Blackboard
Exam #2 will be due through Blackboard by **Sunday, November 1st**

Unit #3 - Imperfect Competition and Market Regulation
Chapters 7-8 in Primary Text plus material available on Blackboard
Exam #3 will be due through Blackboard by **Sunday, December 6th**

***** IMPORTANT DATES *****

9/7	Labor Day Holiday
9/9	Last day to drop without penalty
11/13	Last day to drop with a grade of W
11/25 – 11/29	Thanksgiving Holiday
12/4 – 12/9	Final Exam period

Sul Ross State University

Department of Business Administration

Additional Information

Student Learning Outcomes:

SLO 1 Analyze and solve complex business problems across major business functions, using fundamental business principles and strategies.

SLO 2 Communicate in-depth business information through written, oral and other delivery processes.

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

Marketable Skills:

Marketable Skill 1: Students will understand the functions of the business enterprise in the general economy.

Marketable Skill 2: Students will have the skills needed to effectively lead a business.

Marketable Skill 3: Students will be able to craft effective business strategies for both existing businesses and new businesses.

Marketable Skill 4: Students will be able to make effective oral presentations to both professional and general audiences.

Students with Special Needs (ADA Compliance):

Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the Student's responsibility to initiate a request. Please contact Ms. Rebecca Greathouse Wren, M.Ed., LPC-S, Director/Counselor, Accessibility Services Coordinator, Ferguson Hall (Suite 112) at 432.837.8203; mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Students should then contact the instructor as soon as possible to initiate the recommended accommodations.