**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: ECON 5310 PL01 – Managerial Economics

**Campus**

: Plainview, TX

**Term/Session**

**:** Fall 2023, 1st 8-Week

**Instructor**

**:** Dr. Christopher A. Osuoha

**Office Phone Number/Cell #**

**:** 806-291-1036, Cell # 806-690-5913

**WBU Email Address**

**:** [osuohac@wbu.edu](mailto:osuohac@wbu.edu)

**Office Hours, Building, and Location**

**:** M 10.00 – 10.50 AM, 2.30 – 5.00 PM; T 10.00 AM – 12.00 PM, 2.00 PM – 4.30 PM, W 10.30 - 11.30 PM; 2.30 PM – 4.30 PM; Thur 2.30 – 4.30 PM, F 10.00 AM – 12.00 PM or by appointment. NBB, Room 103C.

**Class Meeting Time and Location**

**:** Thursday Hybrid, 10.50 AM – 12.05 PM., NBB Room 202

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Managerial Economics | McGuigan/Moyer  Harris | 14th | 2017 | Cengage | 9781-30550-6381 |

*If this is an UNDERGRAD class the textbook for this course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at bookstore.wbu.edu. The cost of all your materials are billed to your student account at $26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to* ***all******classes/materials*** *and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu.  If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Optional Materials**

**:** NA

**Course Information**

**Catalog Description**

**:**

Basic economic concepts and their application to managerial decision-making; demand and cost analysis, forecasting, pricing decisions, capital budgeting and capital management, and decision-making under conditions of risk and uncertainty.

**Prerequisite:**

BUAD 5302

**Course Outcome Competencies**

**:**

* Explain economic theory as it is practically realized in the marketplace
* Apply economic models and tools to measure company performance in the marketplace
* Analyze business situations through the lens of economic theory to reach sound business decisions and develop effective management practices

**Attendance Requirements**

Plainview Campus

The university expects students to make class attendance a priority. Faculty members provide students with a copy of attendance requirements. These are provided on the first day of class. Students in programs for which an outside agency (such as the Veteran’s Administration) has stricter attendance requirements will be subject to those requirements. In addition, the university registrar will provide each student affected with a list of these regulations. The dean of the school must approve part-time and adjunct faculty class attendance requirements prior to syllabi distribution.

a. The university expects students to actively participate in the classroom and online for hybrid courses.

b. Per WBU attendance policy, 75% classroom attendance is required for course completion. Students must discuss possible alternatives with me if the expected course participation cannot be met.

c. It is recommended that students spend about 10 hours or more each week reviewing, completing assignments, participating in the discussion board, and researching issues through the library and other sources.

d. **Deadlines and Due Dates** The normal due date for homework is Sunday at midnight. In any case of an unforeseen circumstance beyond your control flexibility can be applied if you duly inform me. I am committed to helping you achieve your goal and would want you to be equally committed. All assignments, quizzes, and exams must be completed before midnight on Saturday, September 30, 2023.

.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests (office (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for

24/7 Blackboard Support.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Course Requirements and Grading Criteria**

Grading Criteria, Calculation and Scale

|  |  |
| --- | --- |
| **Grading Criteria and Calculation**  **A. Exams: 40%**  Midterm: 20%  Final 20%  **B. Assignments and Quizzes: 40%**  Assignments 20%  Quizzes 20%  **C. Discussion Board 20%**  **100%** | **Grading Scale**  90 % to 100 % = A  80 % to 89 % = B  70 % to 79 % = C  60 % to 69 % = D  Below 60 % = F |

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

Online Weekly Activities Schedule

| Week | Date | Chap. | Topics |
| --- | --- | --- | --- |
| 1 | Aug 10 | 1-2 | Intro. & Goals of a firm/ Fundamental Economic Concept |
|  | 13 |  | Homework Ch 1&2 /Discussion Board 1 due at **11.59 PM Central Standard Time (CST)** |
| 2 | 17 | 3-5 | Demand Analysis / Demand Estimating/ Economic Forecasting |
|  | 20 |  | Homework Ch 3-5 / Quiz 1 due **at 11.59 PM CST** |
| 3 | 24 | 6-7 | Managing the Global Economics/Production Economics |
|  | 27 |  | Homework Ch 6&7/ Quiz 2 /Discussion Board 2 due **at 11.59 PM CST** |
| 4 | 31 | 8 -9 | Cost Analysis? Application of Cost Theory **Exam 1 (CH 1-9)** |
|  | Sept.3 |  | Homework for Chapter 8/9 due **at 11.59 PM CST** |
| 5 | 7 | 10-11 | Prices/Output/Monopolistic Competition/Monopoly **Quiz 3** |
|  | 10 |  | Homework Ch 10-11 due **at 11.59 PM CST** |
| 6 | 14 | 12-13 | Prices/Output Determination: Oligopoly/ Game Theory |
|  | 17 |  | Homework Ch 12-13/ Discussion Board 3 due **at 11.59 PM** |
| 7 | 21 | 14-15 | Pricing Techniques/Contracting/Governance **Quiz 4** |
|  | 24 |  | Homework Ch 14-15 due **at 11.59 PM CST** |
| 8 | 28 | 16-17 | Regulation/Long-Term Investment Analysis **Final Exam** |
|  | 30 |  | Homework Ch 16-17/ Discussion Board 4 due 2 due **at 11.59** |
|  | **Sept. 30** | 10-17 | **All coursework is due on Sat., September 30 at 11.59 PM CST** |

**Additional Information**

* Always add the course number “ECON 5310 PL01” in the subject line and include “your full name” in your email.
* Use your “First name +Last name” to name all your files to be submitted on Blackboard.
* For a prompt reply, please contact me by email at osuohac@wbu.edu, or call 806-291-1036 during the regular working hours from 8:00 AM to 5:00 PM CT and leave a message if I am not at my desk.

Learning is a continuum that requires determination, my goal is to help you satisfactorily complete this course, but you must maintain your own part of the commitment. As Christians, we should obey God’s instruction in 2 Timothy 2: 15 “Study to show yourself approved unto God, a workman that need not to be ashamed”.