**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 VC01 – Managerial Economics

**Campus**

: WBUonline

**Term/Session**

**:** Fall 2025, 1st 8 Weeks

**Instructor**

**:** Dr. Christopher Osuoha

**Office Phone Number/Cell #**

**:** 806-291-1036

**WBU Email Address**

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

**Office Hours, Building, and Location**

**:** Various Hours, Nunn Business Bldg. Room 103C, Available by email, telephone, or text message

**Class Meeting Time and Location**

**:** Online, Aug. 11 – Oct. 4

**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

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Managerial Economics: Applications, Strategies & Tactics with MindTap | McGuigan/Moyer  Harris | 14th | 2017 | Cengage | 9781-30562-8724 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** NA

**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**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**Deadlines and Due Dates:** The normal due date for homework is Sunday at midnight. The initial discussion board is due on Thursday of the week and the replies to other students’ initial post are due on Sunday before 11:59 P.M. central time. 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, Oct. 4, 2025.

**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)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
     1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
     2. All assignments must be fully created, designed, and prepared by the student(s).
     3. Any work that uses generative AI will be treated as plagiarism.

**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.

**Course Requirements and Grading Criteria**

Grading Criteria, Calculation and Scale

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| --- | --- |
| **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 |

**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.

**Tentative Schedule**

| Week | Date | Chap. | Topics |
| --- | --- | --- | --- |
| 1 | Aug 11 | 1-2 | Intro. & Goals of a firm/ Fundamental Economic Concept |
|  | 17 |  | Homework Ch 1&2 /Discussion Board 1 due at **11.59 PM Central Standard Time (CST)** |
| 2 | 18 | 3-5 | Demand Analysis / Demand Estimating/ Economic Forecasting |
|  | 24 |  | Homework Ch 3-5 / Quiz 1 due **at 11.59 PM CST** |
| 3 | 25 | 6-7 | Managing the Global Economics/Production Economics |
|  | 31 |  | Homework Ch 6&7/ Quiz 2 /Discussion Board 2 due **at 11.59 PM CST** |
| 4 | Sept 1 | 8 -9 | Cost Analysis? Application of Cost Theory **Exam 1 (CH 1-9)** |
|  | 7 |  | Homework for Chapter 8/9 due **at 11.59 PM CST** |
| 5 | 8 | 10-11 | Prices/Output/Monopolistic Competition/Monopoly **Quiz 3** |
|  | 14 |  | Homework Ch 10-11 due **at 11.59 PM CST** |
| 6 | 15 | 12-13 | Prices/Output Determination: Oligopoly/ Game Theory |
|  | 21 |  | Homework Ch 12-13/ Discussion Board 3 due **at 11.59 PM** |
| 7 | 22 | 14-15 | Pricing Techniques/Contracting/Governance **Quiz 4** |
|  | 28 |  | Homework Ch 14-15 due **at 11.59 PM CST** |
| 8 | 29 | 16-17 | Regulation/Long-Term Investment Analysis **Final Exam** |
|  | Oct. 4 |  | Homework Ch 16-17/ Discussion Board 4 due 2 due **at 11.59** |
|  | **Oct. 4** | 10-17 | **All coursework is due on Sat., Oct. 4 at 11.59 PM CST** |

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**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 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”