# Wayland Logo

Campus Name

Virtual Campus

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

ECON 5310-VC001, Managerial Economics

# **4. TERM**:

Summer 2020

# **5. INSTRUCTOR**:

Bill Ballard

# **6. CONTACT INFORMATION**:

Office phone: 785-9285

WBU Email: ballardb@wbu.edu

Cell phone: 806-454-0299

# **7. OFFICE HOURS, BUILDING & LOCATION**:

/T/W/TH 3:00 -5:30

# **8. COURSE MEETING TIME & LOCATION**:

online

# **9. 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.

# 10. PREREQUISITE:

BUAD 5302.

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Managerial Economics | McGuigan/Moyer/Harris | 14th | 2017 | Cengage | 9781-30550-6381 | 9/25/17 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND 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

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

Grades for the course will be based on the student’s performance on a midterm exam, and final exam a project and weekly quizzes. The quizzes will account for 10% of the overall grade. The project will be due the next to last week of class and will account for 20% or the overall grade each. The midterm exam will be given midway through the term and will account for 30% of the overall grade. The final exam will be given at the end of the semester and will account for 40% of the overall grade. The final exam will consist of 25 to 50 multiple choice questions and will be comprehensive.

The following grading scale will be used:

A.....90-100 Cr........for Credit

B.....80-89 NCR...No credit

C.....70-79 I..........Incomplete

D.....60-69 W........Withdrawal

F.....below 60 X..........no grade given

A grade of incomplete is changed if the deficiency is made up by the end of the next regular Term, otherwise it becomes an “F”.

**17.1 Include Grade Appeal Statement:** “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/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.”

# 18. TENTATIVE SCHEDULE

Subject Subject Assignment

Week 1 Week 1 Introduction Chapter 1

Week 2 Week 2 Demand Theory Chapters 2-4

Week 3 Week 3 Estimation and Forecasting Chapters 4-5

Week 4 Week 4 Forecasting (Cont.) and Review Chapter 5

Week 5 Week 5 Midterm Exam

Week 6 Week 6 Intro to Production Theory and Cost Chapter 7

Week 7 Week 7 Cost (Cont.) Chapter 8-9

Week 7 Week 8 Market Structures Chapters 10-11

Week 8 Week 9 Oligopoly Chapters 12

Week 9 Week 10 Pricing and Inputs Chapter 14

Projects Due

Week 10 Week 11 Final Exam

**Note:** This schedule is tentative and may be changed during the semester as events warrant.