**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**

**:** Summer 2025, 8 Weeks Session

**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, Jun. 2 – Jul. 26

**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 |

*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 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 this course.

a. The university expects students to actively participate in the online course. There are no scheduled class meetings. All information regarding to this course is available on the Blackboard. The Blackboard software efficiently measures participation. Logging in, submitting assignments, completing examinations, and participating in discussion boards constitute your attendance records.

b. Online participation is required for course completion. Regularly accessing the course each week is expected. Students must discuss possible alternatives with me if the expected course participation cannot be met. Collaborate Ultra will be utilized periodically for interactive sections.

c. It is recommended that students spend 6-10 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, July 26, 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:** .

* 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

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

Online Weekly Activities Schedule

| Week | Date | Chap. | Topics |
| --- | --- | --- | --- |
| 1 | Jun. 2 – 8 | 1-2 | Intro. & Goals of a firm/ Fundamental Economic Concept |
|  | 8 |  | Homework Ch 1&2 /Discussion Board 1 due at **11.59 PM Central Standard Time (CST)** |
| 2 | 9 – 15 | 3-5 | Demand Analysis / Demand Estimating/ Economic Forecasting |
|  | 15 |  | Homework Ch 3-5 / Quiz 1 due **at 11.59 PM CST** |
| 3 | 16 – 22 | 6-7 | Managing the Global Economics/Production Economics |
|  | 22 |  | Homework Ch 6&7/ Quiz 2 /Discussion Board 2 due **at 11.59 PM CST** |
| 4 | 23 – 29 | 8 -9 | Cost Analysis? Application of Cost Theory |
|  | 29 | 1-9 | **Exam 1** & Homework for Chapter 8/9 due **at 11.59 PM CST** |
| 5 | 30 – Jul. 6 | 10-11 | Prices/Output/Monopolistic Competition/Monopoly |
|  | 6 |  | Homework Ch 10-11 and Quiz 3 due **at 11.59 PM CST** |
| 6 | 7 – 13 | 12-13 | Prices/Output Determination: Oligopoly/ Game Theory |
|  | 13 |  | Homework Ch 12-13/ Discussion Board 3 due 2 due **at 11.59 PM CST** |
| 7 | 14 – 20 | 14-15 | Pricing techniques/Contracting/Governance |
|  | 20 |  | Homework Ch 14-15 and Quiz 4 due **at 11.59 PM CST** |
| 8 | 21 – 26 | 16-17 | Regulation/Long-Term Investment Analysis |
|  | 26 |  | Homework Ch 16-17/ Discussion Board 4 due 2 due **at 11.59** |
|  | **July. 26** | 10-17 | **Final Exam due on Saturday, July. 26 at 11.59 PM CST** |

**Additional Information**

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”.