



***Managerial Economics - ECP 6705**

Lutgert College of Business

Instructor: Dr. Veronica Kalich
Lutgert Hall 3305

***CRN 11103 (3 Credit Hours)**

Spring 2020 - Virtual

Department of Economics and Finance

Office Hours: Virtual: Email:
Via CANVAS or vkalich@fgcu.edu – **CRN11103**

**The course has been reviewed through the FGCU Internal Quality Matters Review Process and rated High Quality*

REQUIRED: Textbook: *The Economics of Managerial Decisions*, Roger D. Blair and Mark Rush, 1st ed, Pearson Publisher, 2019 **Plus MyEconLab, The Access Card Pkg.**

To successfully complete this course, each student must have a computer and a reliable high-speed internet connection, Microsoft Office and general competency in navigating the Internet.

FGCU Catalog Course Description:

Synthesis and application of microeconomics theory, tools and related business administration principles to a wide range of business and economic problems involving managerial decision-making from a problem-solving orientation. Topics include an examination of theoretical and empirical demand and cost functions, the fundamentals underlying business activity as it relates to the process of price management and decision making under various market conditions and regulatory constraints, long and short-run planning, and domestic and international conditions influencing the firm's profitability and growth.

Prerequisite: FIN 5405 for level Graduate with a passing grade

Course Guidelines

All projects, homework assignments and exams will be completed on line through the **MyEconLab (MEL)** software. All assignments have due dates and deadlines. The dates cannot be changed nor extended therefore everyone must be vigilant in observing the cut-off times for each assignment. Homework assignments will be due on dates/times as posted on CANVAS. The dates and times are clearly marked so plan in advance to have the assignments completed on time. You will not be able to complete these assignments without purchasing the online software. If you have a technical issue with the MEL software, you are required to contact MEL tech support via **Phone at 800.677.6337**. There will not be extensions on the Homework assignments. You must submit everything prior to the deadline. Keep in mind that technical glitches do occur, but **once the due date is passed, you will not have** another chance to submit the required assignment nor complete the scheduled exams. Please note that the course schedule is tentative. Some material may be added or removed. Everyone will receive advance notice of any major changes in the syllabus.

Learning Outcomes: The table below links the course learning outcomes to the overall MBA learning goals and outcomes:

MBA Learning Goals	MBA Learning Outcomes	ECP 6705 Learning Outcomes	Assessment
Graduates will understand Critical Thinking and Problem Solving	Solve Complex business problems using critical thinking skills	Ability to create business models to forecast outcomes; Ability to create and apply mathematical models, theories, equations to evaluate and predict business decisions and outcomes; Ability to analyze and assess market behavior based on economic principles; Ability to consider outcomes dependent upon government policies, regulations and global markets	Final Exam; Homework assignments; Case Studies

Grading Policy:

Your grade is based on the sum of points earned on all assignments, listed below. All assignments will be posted on CANVAS with due dates and specific explanations where necessary. Grades are determined by the summation of total points on all the assignments and weighted as follows:

Homework Assignments, Participation	10%
Quizzes	10%
Case Study Analysis	15%
Mid-Term Exam	30%
Final	35%

Please note: Once you have completed and **submitted** any assignment on PEARSON, it may take **24 hours for your score to appear on CANVAS**. Please keep accurate records of all your work in the event something does not get recorded. All your scores will appear on the PEARSON website once the “due date” for each assignment is past. You will then be able to see the correct answer, feedback and scores. If there are any malfunctions on this site, you need to contact the PEARSON folks as early as possible. I cannot resolve technical issues. However, I do monitor all scores on both CANVAS and PEARSON’s site for discrepancies.

Grading Scale:

A	90-100%	B	80-89.5%	C	70 – 79.5%
D	60-69.5%	F	59.5% or less		

A grade of **incomplete** may be given only in the case of unforeseen emergencies, according to my determination based on solid evidence and in accordance with FGCU guidelines. Illness, occupation related travel, etc. must be validated with relevant documentation.

COMMUNICATION: If you have questions about the material, assignments, exams, spot any errors on any of the material, please communicate with me using the CANVAS email system. If you go through FGCU email system, please **ALWAYS** but the course CRN number (**CRN 11103 – ECP 6705**) in the subject line of your email or else it may get lost, misplaced or deleted.

Any changes or additional information I provide will also appear as an *announcement*. **Please refer to CANVAS for all course related information.**

University Guidelines

Academic Behavior Standards and Academic Dishonesty: All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgc.edu/judicialaffairs/new.html>

Disability Accommodations Services: Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy days.

Grades of Incomplete: A grade of incomplete may be given out in case of unforeseen emergencies, according to my discretion and in accordance with FGCU guidelines. Poor performance during the semester is not a valid reason for an incomplete. The following link provides the necessary information regarding the grade of Incomplete.

<http://www.fgc.edu/Catalog/regdetail.asp?FMID=Registration+and+Records&page=18>

University Nondiscrimination Statement Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender

identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any weekday between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

IMPORTANT DATES

Friday, January 10, 2020 - Last Day to Drop/Withdraw via Gulfline for Spring 2020 for 100% refund.

Friday, March 27, 2020 - Last Day to Drop/Withdraw without Academic Penalty.

Shown below is the tentative **course schedule** with the assignments noted for each week. It may be necessary to change some dates for unexpected events (such as power outages, hurricanes, etc.) Unless otherwise stated, all “open” and “close” dates – as shown for each assignment on CANVAS in the Assignments section - are firm and **will not be changed to accommodate individual needs**. Everyone will have several days to complete these, but once the scheduled due date arrives, it will not be extended. **Answers and feedback become immediately available** after the closing date/time. Please look these over in advance early in the semester. If you foresee many conflicts with these dates and your schedules, I would recommend taking the course at another time. I will try accommodate people with legitimate reasons, but only on a case by case basis. “I forgot it was due” is **not** a valid reason! Also – be sure to note the time allotted for each assignment. Homework does not have such limitations, but quizzes and exams do. These are clearly posted on the PEARSON website accompanying the relevant assignment.

Be sure you begin all timed assignments in advance of the required completion time. **The allotted time for exams cannot be altered or changed.** You need to complete the exams in one session to prevent premature grading of an input that you planned to complete at a later time. You will be allowed just one attempt for the questions (unlike the homework assignments).

Tentative COURSE SCHEDULE - TOPICS COVERED By WEEK: Check due dates for all assignments on CANVAS or directly on the Pearson website (accessed via MEL)

Class Week /Date	Topic	Assignment/Chapter
Week #1/ 1/6	Introduction, Supply and Demand	Affirmation of Attendance; Ch. 1
Week #2 1/13	Market Equilibrium – Ch. 2	Homework for Ch.2
Week #3 1/20	Empirical Methods for Demand – Regressions –	Homework for Ch. 3

Week #4 1/27	Case Study #1: Using Regression Analysis for Elasticity of Demand	CASE STUDY #1
Week #5 2/3	Quiz #1	Chs. 2,3
Week #6 2/10	Production Estimation – Short Run Cost Estimation – Short Run and Long Run; Ch. 4	Homework Ch. 4
Week #7 2/17	Pure Competition - Short-Run/ Long Run; Profit Max or Losses Ch. 5	Homework Ch. 5
Week #8 2/24	Mid-Term Exam #1	Chs. 2- 5
MARCH 2 – March 7	SPRING BREAK	No Assignments
Week #9 3/9	Monopoly Markets; Monopolistic Competition; Ch. 6	Homework Ch. 6
Week #10 3/16	Oligopolies, Cartels, Collusion; Ch. 7	Homework Ch. 7
Week #11 3/23	Case Study #2a – Monops & Oligops	CASE STUDY #2a
Week #12 3/30	Antitrust Policy & Role of Government Ch. 9;	
Week #13 4/6	Quiz #2	Chs. 6,7,9
Week #14 4/13	Macro Economics for Managers	All information on CANVAS
Week #15 4/20	Case Study #3a – Macroeconomic events and solutions	CASE STUDY #3a
Week #16 4/27	LAST DAY for CLASSES	
Week #16 FINAL EXAM WEEK Begins 4/28/20	Electronic SUBMISSION of FINAL EXAM See Final Exam Description on CANVAS	DUE DATE: Friday, 5/1/20

Some dates/assignments may change or be updated. Such changes/updates will be posted on CANVAS. For specific assignment submission dates, see Course Calendar of Assignments on CANVAS. Dates for all feedback, discussions, etc. will also be posted on CANVAS. Instructions for accessing your scores, reviews and answers are posted in the introductory module.