

# ECON 433 – MANAGERIAL ECONOMICS

## SYLLABUS

**Instructor:** Zena Buser, Ph.D.  
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School of Business  
208 Edgemont Blvd.  
Alamosa, CO 81102

### **COURSE DELIVERY:**

Print-Based Correspondence Course

### **CREDIT HOURS:**

Three Semester Hours

### **PREREQUISITES:**

ECON 255: Principles of Economics I, ECON 256: Principles of Economics II, and MATH 104: Finite Mathematics, all with a minimum grade of C. BUS 318: Business Statistics recommended.

### **COURSE MATERIALS:**

To order textbooks or obtain information about book titles you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 1258** to order books from Bookstore site.

### **Required Textbook:**

Froeb, Luke M., and Brian T. McCann. Managerial Economics: A Problem Solving Approach. 2<sup>nd</sup> Edition. Southwestern Cengage, Mason OH, 45040.  
ISBN: 1-439-07798-3

### **CATALOG DESCRIPTION:**

Application and integration of both microeconomic and macroeconomic theory as well as tools of decision science to managerial decision-making. Particular emphasis is placed on estimating demand and cost functions as well as the effects of time and uncertainty.

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## STUDENT LEARNING OUTCOMES:

The student will:

- Analyze mainstream microeconomic theory - particularly demand, cost, and production theory - and apply it to the decision-making process of the modern business firm.
- Apply the tools of higher mathematics to the solving of optimization problems.
- Apply the tools of economic statistics to the estimation and forecasting of demand, cost, and production theory.
- Evaluate the impact of time and uncertainty on economic decision-making.
- Analyze specific microeconomic/macroeconomic issues and/or policies.
- Analyze the microeconomic/macroeconomic news items in the media and evaluate them in light of the theories and relationships learned in class.

## COURSE REQUIREMENTS:

This course will consist of five exams and three short analysis papers. The Study Guide walks you through each chapter assignment in preparation for the exams. Exams will consist of true/false, multiple choice, and short answer questions. Each exam will be proctored and is 60 or 90 minutes in duration, depending on the individual exam as noted in the Study Guide and on the Examination Request Form. Exam 5 has a cumulative component and a 2-hour time allotment. No books or notes of any kind will be allowed during the exams. Calculators are authorized for the exams. More details as to the specific content and timing of exams are provided in the Study Guide.

Assignments: I encourage you to do the assignments listed, those listed as both individual and group, although you needn't work on them in groups, however you do not need to submit the assignments to me. They are listed to aid you in application of the material and preparation for the exams.

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## **GRADE DISTRIBUTION AND SCALE:**

In alignment with ASC academic policies, no D may apply to a major or minor field.

### **Grade Distribution:**

Five Proctored Exams (100 points each)	500 points
Three Short Papers (100 points each)	<u>300 points</u>
Total Points	800 points

### **Scale:**

90-100%	A
80-89%	B
70-79%	C
60-69%	D
59% and below	F

## **ADA STATEMENT:**

Students who need special accommodation to complete this class should contact the instructor and the Diversity Officer in the Office of Equal Opportunity at 719.587.8213 as soon as possible.

## **EXAMINATIONS:**

Please refer to the Guidelines for Proctored Exams and submit your Exam Request Form three weeks BEFORE you plan to take the exam.