The Cameron School of Business at the University of Saint Thomas

1. **Course Information**

   **Course Title:** MANAGERIAL ECONOMICS  
   **Course number:** MBA 5311 NB, LEC 2135  
   **Credit Hours:** 3  
   **Semester:** SPRING 2016  
   **Prerequisites:** MBA 5X05 & 5X06  
   **Room #:** MLY 020  
   **Days & hours:** M 7:00 – 9:45 pm  
   **Course E-mail:** mba5311@gmail.com  
   **Blackboard:** Course materials are archived there.  
   **Textbook Companion Website:** http://www.wwnorton.com/college/econ/mec8/

2. **Instructor Information**

   **Name:** Dr. Roger Morefield  
   **Office location:** 209 Welder Hall  
   **Office phone:** 713.525.2121  
   **Office hours:** MW 12:00 – 1:30 PM; MW 3:00 – 5:00 PM  
   **Others by appointment**  
   **Where to leave assignments:** E-mail mba5311@gmail.com; hard copy to Dr. M or to WEL 101.  
   **Emergency phone:** 713.525.2100  
   **Alternative E-mail:** mofield@stthom.edu  
   **Fax:** 713.525.2110  
   **University Security:** 713.525.3888

3. **Course Catalog Description**

   This course is a study of the application of economic concepts and methods to business and government decision-making. This course reviews various economic concepts and methods and government decision making in both domestic and international settings, with emphasis on such topics as demand, pricing, production, and cost analysis. Prerequisites: MBA 5X05 and MBA 5X06 or equivalent.

4. **Program Goals and Objectives:**

   When students complete the MBA at the University of St. Thomas:
   1. They will be able to effectively lead and participate in a team project.  
   2. They will integrate multi-disciplinary perspectives in synthesizing and analyzing information to make sound business decisions.  
   3. They will recognize current trends in the global business environment and identify opportunities for competition and collaboration.  
   4. They will be able to articulate ethical behavior and standards cite relevant moral theory and provide suggestions for dealing with ethical issues.  
   5. They will be able to communicate effectively.  
   6. Graduates will demonstrate understanding of perspectives and the context of business.

5. **Course Learning Objectives**

   Upon successful completion of this course, you will be able to:
   - Research and participate in a comprehensive team project about a firm and industry. (MBA Goal #1.)
• Understand the basic quantitative optimization techniques and become familiar with their applications in business and governmental decision making processes. (MBA Goal #2).
• Understand the importance of market structures and their regulation to social welfare and global competitiveness of business firms (MBA Goal #3).
• Communicate effectively by preparing economic projects and reports that can be used to aid business decision makers (MBA Goal #5)

6. Texts, Readings, Materials


Required readings: Managerial Economics Chapters 1-9, 11-13, 17; selected periodical articles.


Required readings: Course Syllabus; Practice Questions for each chapter covered; Discussion Board and Team Presentation Guidelines; periodical articles referred to in handouts and others as assigned in class; Managerial Economics Chapters 1 – 9, 11 - 13, 17.

Suggestions for further study: Go to http://www.wwnorton.com/college/econ/mec8/ and find quizzes to accompany each assigned chapter. Work the quizzes and submit your answers to get feedback and reinforcement.

7. Instructional methods: Instructional methods in this class are multi-faceted. They include hard-copy practice questions to be prepared outside class and answers shared in class. There is a team project, formal writing supported by research, and the iClicker® student response system for regular in-class quizzes. Clickers are for using kinesthetic and linguistic intelligence. Teamwork assignments rely on intra- and interpersonal intelligence. Writing and research rely on linguistic and mathematical/logical intelligence. The Discussion Board assignment encourages research and critical thought about firms and industries and optimal decision-making in those firms.

8. Technology: A variety of technologies are used in this class. All course handouts are archived on Blackboard. Hand-held clickers are used daily in class discussion and quizzes. We will use a dedicated G-Mail address, mba5311@gmail.com, for all e-messages pertaining to this class. A Discussion Board using the Discussion Board capabilities of Blackboard will be conducted as a type of formal writing assignment and as a way of keeping in touch with current events and issues related to markets, prices, resource allocation, and economic organization.

9. Course Schedule: Reading assignments and Practice Questions must be done before the class day(s) on which they are to be covered.

Jan. 25 Managerial Economics, Chapter 1 Introduction. On or before Jan. 25 send an email to Dr. Morefield at mba5311@gmail.com from your preferred email address.

Feb. 01 Demand Theory; Consumer behavior and rational choice. Chaps. 2, 3.

Feb. 08 Consumer behavior and rational choice. Chap. 3. Estimating demand functions; Production theory. Chaps. 4, 5.

Feb. 22  The analysis of costs. Chap. 6.  Forum 1 Replies Due Sat. Feb. 27.
March 21 - 26  Easter Break/Spring Break – no classes
Mar. 28  Oligopoly. Chap. 11.  Forum 2 Threads Due Saturday, Apr. 02.
Apr. 18  Team Presentations Apr. 18.  Team Questions and PowerPoint Due Apr. 18.
May 02  Last day of class. Course wrap-up; Final Exam Review.
May 09  Monday, 7:00 – 9:30 P.M. - FINAL EXAMINATION OVER ALL MATERIAL COVERED SINCE MIDTERM, PLUS DISCUSSION BOARD AND TEAM PRESENTATIONS.

Note: The above schedule and procedures in this course are subject to change in the event of circumstances beyond the instructor's control.

10. Formal Writing and Presentation Assignments

A. DISCUSSION BOARD:
We will conduct a discussion board using the Discussion Board feature of Blackboard and the business news media. This writing assignment is more fully explained in class and on a separate handout.

B. TEAM PROJECT & PRESENTATION ASSIGNMENT:
To take your assigned firm and its industry, research and analyze them, and report this information and analysis to the class in an informative presentation. This assignment is described in detail on a separate handout.

11. Grading Weights and Standards:

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<th>Grading Weights:</th>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>25%</td>
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<td>Discussion Board</td>
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<td>Team Presentation</td>
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<td>Clicker Points</td>
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12. Course Policies

ATTENDANCE AND PARTICIPATION POLICY - The innovative teaching methods employed in this class depend entirely on the full cooperation and enthusiastic participation of all class members. You are expected to attend every class period and to fully participate in every class. You will need your iClicker in every class meeting. You are expected to read the assigned chapters in the textbook, print out and work the assigned practice
questions, and print out and read the articles when assigned before coming to class. This will allow us to have informed discussions and do productive work in class.

**CLICKER QUIZZES** – The purpose of these quizzes is to encourage student participation and engagement in the course content. Bring your iClicker to *every* class. We will have clicker quizzes over each chapter and occasional quiz questions over material assigned for outside reading. Students missing class or leaving their clickers at home will not get the clicker points for that class. *As the clicker quizzes are part of in-class participation, there are no “makeups” for Clicker points.*

**IN-CLASS MANAGEMENT AND BEHAVIOR** – You are welcome to ask clarifying questions as we proceed through the PowerPoint® presentations for each chapter. *There is no talking during the administration of Clicker Questions in class, and no sharing of answers with other class members or thumbing through books and notes looking for the correct answer.* According to the UST Student Behavior Policy, every class member will conduct himself/herself in a manner that is professional and respectful of others at all times. Class time is very valuable, allowing no time for distractions from the learning process. *ALL* electronic devices [except your iClicker and hand calculator] will be turned off immediately before class, and will remain off during the entire class period.

**POLICY ON CELL PHONES AND OTHER ELECTRONIC DEVICES** – *Out of consideration for other members of the class, all electronic devices, including cell phones, pagers, iPods, laptops, PAN’s [such as BlueTooth], PDA’s [Blackberries, etc.], Google Glass, and smartwatches will be turned off immediately before and during the entire class.* No cell-phone conversations, text messaging, web-surfing, or checking of voice-mail or e-mail will be done immediately before or during class. The *only* devices allowed for use in class are your iClicker and hand calculator. The *only* items to be your desk during class are your textbook, class notes, worked-out hard copies of practice questions, your iClicker, and a regular hand calculator. *Cell phones and all other devices will be turned off and put away out of sight.* If you wear prescription lenses, you *may not* use Google Glass® in class – use regular prescription glasses. Cell phones may *not* be used as calculators. *Bring a regular hand calculator to every class and exam. Only basic 8-function calculators are permitted during exams.*

**13. Available Support Services:** The University has a full complement of support services available to you. They include the following

A. **Blackboard Resource Site:** When you sign in on Blackboard, you will see in the “Course List” box a button labeled “CSB Resource Site for BBA Students.” Click on that button and explore the resources available there, especially for research, writing, presentations, and math help.

B. **IT Help Desk:** Telephone 713.525.6900 or email ITHelpDesk@stthom.edu

C. **Doherty Library Reference Desk.** The Reference Librarians at Doherty Library are available to assist you in accessing online databases and to give helpful advice on finding sources for your written assignments. Visit with the Doherty Library Reference Librarians in person to get tips to help you in preparing the Team Presentation. You can also contact our Reference Desk in the following ways: telephone 713-525-2188; email reference@stthom.edu; live chat; Twitter.

D. **Tutorial Services Center.** The Center is located in Room 207 of the Crooker Student Center. Use the Tutoring Center to get assistance in improving your learning and writing skills. You are urged to work with the tutors there to improve your skills. The Center’s email is tutoring@stthom.edu.

**14. MISSION STATEMENT of the Cameron School of Business**
Inspired by the Basilian Fathers’ motto of *Goodness, Discipline and Knowledge*, the Cameron School of Business provides a comprehensive, high quality, ethically-oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

15. **EXPECTATIONS OF ACADEMIC INTEGRITY**

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

This statement of expectations of academic integrity is intended to provide broad guidance for you in matters related to academic integrity or situations where it is lacking, such as academic dishonesty. Academic dishonesty can take many different forms. While it is neither desirable nor possible to list every possible form of academic dishonesty, academic dishonesty generally falls into five categories, as described below. This statement is designed to serve as a guide for the moral behavior of students and faculty. However, when in doubt about the “rightness” of an action — ask! Ultimately, both students and faculty are responsible for ensuring the academic integrity of the University of St. Thomas. Students who commit acts of dishonesty expose themselves to appropriate sanctions as outlined in official University policies and procedures.

**A. Plagiarism**: the appropriation or imitation of the language, ideas, and thoughts of another author and the representation of them as one’s original work.

**B. Cheating**: copying another student’s work on an examination, quiz, or in-class exercise, knowingly permitting another student to copy one’s paper on an examination, quiz, or in-class exercise, using unauthorized books, notes, or devices while taking an examination, quiz, or in-class exercise, violating any clearly expressed stipulation applied to homework or “take-home” exams, or gaining unauthorized access to test papers before or after an examination. This includes tests and exams administered in previous terms if such access is specifically prohibited by the instructor.

**C. Fabrication**: falsely reporting work as having been done, or deliberately falsifying results/outcomes.

**D. Deception**: knowingly making a false statement to any faculty member or academic official of the university in regard to an academic matter, or making a deliberately false statement regarding a violation of the provisions of this statement of academic integrity.

**E. Facilitating Dishonesty**: knowingly doing work for another person to turn in as his or her own, or permitting one’s work to be used in this manner.

16. **Accommodations**: The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of her or his disability." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Telephone numbers for these services are 713.525.6953 or 713.525.3162.