



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **MBA 531: Applied Managerial Economics**

3 Credits
Effective: Fall 2021

*Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

Organizations of the future must be able to adapt rapidly to a dynamic economic environment. Strategy, stakeholders, and information-based decision-making are the most important elements of managerial economics in a strategic systems organizational environment. Within this context, the course will provide an in-depth analysis of demand and supply market pricing and customer behavior. Topics will include estimating production costs and profit maximization in different market environments; fundamentals of project analysis; how customers choose goods and services; and strategies for hiring, pricing, production, and advertising.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the Reading List link in your online course as well as from the library homepage (“Find Your Reading List” button).

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Critical thinking and information literacy

COURSE OUTCOMES

In this course, learners:

- Analyze costs to optimize production
- Examine how demand analysis is used to determine optimal pricing
- Estimate and forecast demand
- Assess how managerial decisions are made when using marginal analysis
- Compare and contrast the characteristics of different types of market structures
- Apply managerial decision making strategies for different types of uncertainty, information, and organization design

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Costs of production in the long and short run
- Determinants of demand and supply
- Elasticity of demand
- How regulated and unregulated firms make decisions
- Law of demand and supply
- Marginal analysis: marginal cost, marginal revenue, marginal profit
- Market equilibrium
- Market structure: perfect competition, monopolistic competition, monopoly, oligopoly, duopoly, monopsony, bilateral monopoly, cartel
- Production function in the long and short run
- Profit maximization versus break-even analysis

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Instructor-Determined Activities/Discussion Board	20%
Homework Problems	20%
Case Study	20%
Position Paper	20%
Final Examination	20%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Instructor-Determined Activities/Discussion Board

Students are expected to contribute to the class on a regular basis through constructive participation. You are to post your answer as well as responses to two other students' answers by the end of each session. After posting your first response, read what others have written and add at least two more postings responding to others' ideas. That means you should have at least 3 postings per topic. The forum is to help promote student-to-student discussion. The elements considered in evaluating your participation include: Timeliness of response, respectful communication skills demonstrated, contributions toward the positive development of the class, questions and comments that are relevant to the topics discussed.

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	50%
Quantity of Responses	30%
Timeliness	20%
TOTAL	100%

Homework Problems

Homework problems are used to verify student's understanding and application of the course material. The homework problems are selected from the end of each chapter. The instructor will determine the exact homework from the chapters.

<i>Components</i>	<i>% of Grade</i>
Accuracy of solution/answer	50%
Completeness	50%
TOTAL	100%

Case Study

The case study includes some interpretations, calculations, analysis, and recommendations. The objective of the case study is to verify the ability of students to use and analyze a situation and make managerial recommendations. The case study will be determined by the instructor, either from the textbook or some other scholarly source. Once students have completed the analysis they will need to interpret the results and finish with the economic recommendations based on their analysis.

The recommended components of a case study are:

- Summarize case.
- Identify and define central problem or problems.
- Justify problem(s) definition.
- Identify potential solutions.
- Analyze key elements of case.
- Propose and justify a specific solution.

Step 1: Summarize the Case

- Study the case. Take extensive notes on events, issues, relationships, actions and reactions. When intimately familiar with case, write a summary focusing on events, decisions, actions and counter actions. Be succinct; avoid extraneous details.

Step 2: Identify and define central problem or problems.

- Diagnose predecessor events symptomatic of dysfunction. Frame the definition, remembering definition suggests a solution. Cite scholarly studies to support your identification and definition. Studies should relate to the central concepts for this course for which the case study is being prepared.

It is important to separate the immediate problems from their more basic sources. How you define a problem determines how you go about solving it. Be sure to identify both the symptom and, more importantly, its underlying cause.

Step 3: Justify problem(s) definition.

- Present factual evidence drawn from the case and your inferences. Inferences must be congruent with

events in the case and logically drawn from both the presenting and cloaked symptoms. Inferences should be supported by scholarly research and directly relate to course concepts and events in the case.

Step 4: Identify potential solutions.

- Document potential solutions to the problem, ensuring that each logically flows from the problem definition.
- Each potential solution is supported by scholarly research that addresses the problem. Potential solutions should reflect integration of course concepts and scholarly research.

Step 5: Analyze the key elements of case, paying particular attention to the efficacy of your potential solutions.

- Summary should express your conclusions based on fact, inference, course concepts, and scholarly research.

Step 6: Propose a specific solution.

- Based on your analysis and review of potential solutions, course concepts and scholarly research, and make a specific recommendation. The specific recommendation may combine several of your proposed solutions. Support your specific recommendation or combination of recommendations by citing scholarly research from at least three different scholars.

<i>Components</i>	<i>% of Grade</i>
Integration of course concepts	25%
Logically supported conclusions and recommendations	25%
Writing Mechanics	20%
Completeness of analysis	30%
TOTAL	100%

Position Paper

The position paper will deal with a specific aspect of managerial economics on a topic approved by the instructor. An example is mergers and acquisitions in the automobile industry. Students should give a critical summary of sources/papers on that topic. Explain why the merger took place, who was involved, how the evaluation was handled, and what is the likelihood it would fail or succeed, etc. The sources could be in conflict with each other or in line with each other. It is imperative that the student involve themselves in the discussion and justify their assessment and opinion.

The paper should include the following components:

Research Component: Based on research in academic, peer reviewed, or professional journals, present at least three authors' views on the selected topic. Sources must be cited within the body of the analysis using APA style.

Synthesis Component: Synthesize the research, class materials, personal experience, etc. to arrive at student's viewpoint. Students must justify and support their views as well as include how this view will affect their actions and decisions in the future.

<i>Components</i>	<i>% of Grade</i>
Depth and appropriateness of research	20%
Clear and complete presentation of authors' views	20%
Synthesis of information	25%
Logic and justification of your own views	25%
Grammar, spelling, punctuation, and format	10%
TOTAL	100%

Final Examination

Students should be prepared to answer a variety of questions pertinent to the concepts covered in or suggested by the course materials, assignments and activities. The instructor may provide additional information about the content, style, and grading criteria of exams in this course.

<i>Components</i>	<i>% of Grade</i>
Clear grasp of major issues posed by the question	30%
Appropriate analysis, evaluation and synthesis	30%
Demonstrated ability to employ terms, concepts and frames of reference from texts, lectures, and other course materials	40%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor **PRIOR TO** the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to team projects.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g.

day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request a user name and password.