

ECO524 – Managerial Economics

(2 credit hours)

Course Syllabus

Course Description

This course builds on basic concepts of microeconomics, and places an emphasis on the firm's use of limited information in an uncertain environment. A global perspective is stressed.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Apply basic principles of Economics to Managerial decision-making.
2. Utilize basic models of Economics to analyze and predict market outcomes when there are changes in the economic environment.
3. Describe how real-world pricing schemes may increase a firm's profits by distinguishing between high and low-value customers and setting a higher price for the high-value customers.
4. Analyze Managerial decisions in which uncertainty is present.
5. Identify situations in which Adverse Selection or Moral Hazard may exist and develop strategies to eliminate those problems.
6. Determine whether employees', divisions', or external organizations' incentives align with the goals of the firm, and offer strategies for aligning others' incentives with the firm's goals.

Prerequisites/Corequisites

MGT526

Required Textbook(s) and Resources

Froeb, L. M. (2018). *Managerial economics: A problem solving approach* (5th ed.). Cengage Learning.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, forum posts, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

This course places an emphasis on practical applications of key concepts. You will apply your learning to weekly scenario exercises, and complete a capstone paper to demonstrate your knowledge.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Forum Activity 1.1 (n/a)	Forum	Forum Activity 3.1 (50)	Forum Activity 4.1 (50)	Forum Activity 5.1 (50)	Forum Activity 6.1 (50)	Forum Activity 7.1 (50)	250
Assignments Activity 1.2 (5) Activity 1.3 (60)	Assignments Activity 2.1 (60) Activity 2.2 (25)	Assignments Activity 3.2 (25) Activity 3.3 (25)	Assignments Activity 4.2 (25) Activity 4.3 (25)	Assignments Activity 5.2 (25) Activity 5.3 (25)	Assignments Activity 6.2 (25) Activity 6.3 (25)	Assignments Activity 7.2 (25) Activity 7.3 (25)	750

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Activity 1.4 (25)	Activity 2.3 (25)				Activity 6.4 (200)	Activity 7.4 (25)	
Activity 1.5 (25)							
Activity 1.6 (25)							
Activity 1.7 (25)							
165	110	100	100	100	300	125	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Start Here

- MON: Activity 1.1: Meet Your Peers - Initial Post

Week 1

- WED: Activity 1.1: Meet Your Peers - Secondary Posts
- WED: Activity 1.2: How to Do Homework Assignments
- SAT: Activity 1.3: Sunk and Hidden Costs
- SUN: Activity 1.4: Chapter 1 Questions
- SUN: Activity 1.5: Chapter 2 Questions
- SUN: Activity 1.6: Chapter 3 Questions
- SUN: Activity 1.7: Chapter 4 Questions

Week 2

- SAT: Activity 2.1: Economies and Diseconomies of Scope
- SUN: Activity 2.2: Chapter 6 Questions
- SUN: Activity 2.3: Chapter 7 Questions

Week 3

- WED: Activity 3.1: Changes in Supply and Demand - Initial Post
- SUN: Activity 3.2: Chapter 8 Questions
- SUN: Activity 3.3: Chapter 9 Questions

Week 4

- WED: Activity 4.1: Price Discrimination - Initial Post
- SUN: Activity 4.2: Chapter 12 Questions
- SUN: Activity 4.3: Chapter 14 Questions

Week 5

- WED: Activity 5.1: Auctions in the Real World - Initial Post
- SUN: Activity 5.2: Chapter 17 Questions
- SUN: Activity 5.3: Chapter 18 Questions

Week 6

- WED: Activity 6.1: Examples of Adverse Selection and Moral Hazard - Initial Post
- SUN: Activity 6.2: Chapter 19 Questions
- SUN: Activity 6.3: Chapter 20 Questions
- SUN: Activity 6.4: Capstone Paper

Week 7

- WED: Activity 7.1: M-Form Firms - Initial Post
- THU: Activity 7.2: Chapter 21 Questions
- THU: Activity 7.3: Chapter 22 Questions
- THU: Activity 7.4: Chapter 23 Questions

Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.