



MGT 240: Managerial Economics Syllabus

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Office Hours: Before or after class, or by appointment

Course Description

This course introduces students to the application of microeconomic theory for the analysis of management problems in an economic framework. This course analyzes the successes and failures of market structures, such as monopoly and oligopoly, the development and use of market power, and strategic interaction among firms.

Prerequisites

None, ENG110 Preferred

Course Objectives and Outcomes

During this course students will:

1. Economics to solve problems
2. Explain price elasticity and revenue
3. Describe shifts in supply and demand
4. Explain implementing price discrimination schemes

Course Requirements

- Students are graded on quizzes, written assignments and exams as outlined in the course schedule.
- Students will be required to attend all classes and participate in classroom discussions
- In-class writing projects must be submitted.
- There will be a series of quizzes, two tests and a final examination covering all course material

Required Text(s)

Text:	Managerial economics: A problem solving approach
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ISBN:	9781305259331
Author(s):	Froeb, L. M., McCann B.T., Ward M.R., Shor, M.
Publisher:	Cengage Publishing, 2016

Required Materials

- Internet connection and computer for research and access to recommended reading and websites
- Standard Microsoft suite of productivity applications

Useful Website(s)

<http://www.cengagebrain.com>

Grading Policy

Grade computation

ASSIGNMENTS	Percentages
Article Reviews	40%
Quizzes	20%
Attendance	10%
Final Exam	30%
Total	100%

Grading Scale

Grade	Numeric Value	Standard
A	90-100	Excellent
B+	85-89	
B	80-84	Good
C+	75-79	
C	70-74	Average
D**	60-69	Min. Passing
F	Below 60	Failure

Changes to the Syllabus

The instructor reserves the right to modify this syllabus at any time. Such changes will be announced during class meetings. You are responsible for ensuring that your syllabus is current.

Writing Style

Ensure the use of correct, formal or professional English in all papers, assignments, presentations, emails, and discussion items. References must follow the American Psychological Association (APA) style in the body of the paper and at the end in the

references sections.

Academic Integrity and Plagiarism

All students are expected to observe the rules and regulations of Vaughn College of Aeronautics and Technology. Academic honesty and ethically appropriate behavior is expected from all students.

The faculty, departments, or division of the College may impose sanctions on students who commit the following academic integrity violations: cheating, plagiarism, obtaining unfair advantage, forgery of transcripts, and other related acts. Sanctions may include a "0" or failing grade on the assignment, a failing grade for the course, suspension, or dismissal from the College. For the full text of the policy on academic integrity see Academic Dishonesty Policy in your Vaughn College Catalog. Also consult the APA Manual for more general academic, legal and ethical guidelines.

To avoid plagiarism follow these guidelines:

17. If you use someone else's words put quotation marks around them and credit the source.
18. If you paraphrase someone else's words, or use their ideas in your own words, credit the source.
19. Examine APA Manual and Vaughn College's guidelines.
20. If you are not sure about copying, or have any concerns at all, please ask! Contact your instructor for help!

An additional article on how to avoid plagiarism and improve the originality of your paper is included in the Resources section.

Course Policies

Refer to the course policies section in Sakai and in your catalog for more information of Vaughn College's academic and student support services policies and procedures, including academic assistance, academic honesty, disability support services, absences and lateness, discrimination and harassment.

Course Schedule

Session	Date	Topics	Chapters	Deliverable Due
1, 2	December 1	Problem Solving and Decision Making	1, 2	
3, 4	December 2	Benefits, Costs, and Decisions	3, 4	
5, 6	December 3	Investment Decisions and Simple Pricing	5, 6	
7, 8	December 6	Economies of Scale and Scope, Market and Industry Changes	7, 8	Quiz 1
9, 10	December 7	Market Structure and Long-Run Equilibrium	9, 10	

11, 12	December 8	Foreign Exchange, Trade and Bubbles	11, 12	Article Review
13, 14	December 10	Direct Price and Indirect Price Discrimination	13, 14	
15, 16	December 12	Strategic Games and Bargaining	15, 16	Quiz 2
17, 18	December 15	Making Decisions with Uncertainty and Auctions	17, 18	Article Review
19, 20	December 17	Problem of Adverse Selection and Problem of Moral Hazard	19, 20	
	December 20	All topic review	All	Final Exam

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