ECON 5140 Managerial Economics; 3 Credit Hours.

Department of	Business, MBA Program
Instructor Name	Adam Guerrero, Ph.D.
Office Location	Founders Hall 328
Office Phone	972-338-1384
Email Address	Adam.Guerrero@unt.edu Email is my preferred medium of communication. I check my emails several times a day. Please use your official UNTD email account when sending me emails. I reply to emails before the end of each day Monday through Friday. Emails received during the weekend may be replied to on the following Monday. I receive dozens of emails each day; to give your emails priority, please write ECON 5140 in the subject line of your email.
Office Hours	M/W in Founders 328 from 11:00 am-1:00 pm
Virtual Office Hours	T/TH via MS Teams from 11:00 am-1:00 pm
Course Format/Structure	Asynchronous online
Classroom Location	Canvas learning management system
Class Meeting Days & Times	Online
Course Catalog Description	ECON 5140 Managerial Economics. 3 hours. Business organization and market economy; theory of the firm; techniques of economic analysis in current economic problems; comparative economic systems. Satisfies the Social and Behavioral Sciences requirement of the University Core Curriculum.
Prerequisites	A general knowledge of microeconomics and macroeconomics at the undergraduate level
Corequisites	N/A
Required Reading	Managerial Economics and Strategy, 3rd Edition, 2020, Jeffrey M. Perloff and James A Brander. Pearson, ISBN-13: 9780135640869. Text ONLY, no code or MyPearsonLab required. Additional material may be provided by the instructor.

Recommended Reading & References	The Ascent of Money by Neil Ferguson, 2019 Penguin Group, ISBN: 978-0143116172 The 2009 original edition of the book is also fine. There is also a four-hour documentary of the book that you may find on YouTube or PBS. Here is Part I of the documentary on YouTube.com: [The Ascent of Money A Financial History of The World by Niall Ferguson Epsd 1 5 Full Documentary](#) (ctrl + click hyperlink above)

Access to Learning Resources	**UNT Dallas Library:**
	     Phone: (972) 338-1616;
	     Website URL: http://www.untdallas.edu/library
	 UNT Dallas Bookstore:
	     Phone: (972) 780-3652;
	     Website URL: http://www.untdallas.edu/bookstore
	     Email: untdallas@bkstr.com

Canvas Resources	**Canvas Help for Students:**
	
	 Browser and Computer Requirements for Canvas:
	
	 https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66
	
	 Access Canvas via untdallas.instructure.com
	
	     • **Username**: your EUID #
	     • **Password**: your password
	
	 Canvas 24/7 Phone Support for Students: 1-833-668-8634
	
	 Canvas Help Resources:
	
	  Web: [Canvas Student Guide](#)
	
	 Contact Distance Learning & Instructional Technology (DLIT) Email: distancelearning@untdallas.edu

Course Overview: The goal of this course is to provide students with the concepts and application of economic principles and techniques in managerial decisions context. The course helps managers recognize economic principles and apply the techniques to the decision-making process.

Learning Objectives/Outcomes: At the end of this course upon successfully completing it, students should be able to:

1. Demonstrate knowledge of supply and demand
2. Recognize consumer and producer choices from an economic perspective
3. Recognize market structure in which firms operate

4. Explain factors that affect production decisions in short run and long run
5. Describe different levels of competition in the market
6. Analyze the effects of pricing policies and strategies
7. Recognize risk and decision making under uncertainty
8. Recognize the role of government in business and economic development
9. Explain a company's production and costs functions

Distance Education Course Outline and Discussion Topics

The following table is a tentative schedule of the topics and assignments. This schedule is subject to change by the instructor. Any changes and/or updates to the schedule will be communicated through announcements on the course's webpage on Canvas and through emails. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Schedule	Topic	Activities/ Due Dates
Week 1 August 26 to September 1	Syllabus Introduction and Course Overview Supply and Demand	• Quiz on Canvas Orientation and Syllabus- Due midnight Wednesday • Read chapters 1 and 2 by Sunday • Watch Part I of the Video "The Ascent of Money" • Participate in the **Introductions** threaded discussion by midnight Sunday • Take the quizzes on chapters 1 and 2- Due by midnight Sunday
Week 2 September 2 to September 8	Empirical Methods for Demand Analysis Consumer Choice	• Read chapters 3 and 4 by Sunday • Participate in the Discussion 1 on Canvas- Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday • Take the quizzes on chapters 3 and 4-Due by Sunday
Week 3 September 9 to September 15	Production and Cost Discussion: Should firms invest in costly adventures? Please see the discussion board for details	• Read chapters 5 and 6 by Sunday • Participate in the Discussion 2 on Canvas- Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday • Take the quizzes on chapters 5 and 6-Due by midnight Sunday
Week 4 September 16 to September 22	**Review and Take the Midterm Exam**	• **Review all the material covered so far/review your past quizzes/Prepare well for the midterm exam!** • **Take the midterm exam- Due by midnight Sunday night**
Week 5 September 23 to September 29	Firm Legal Organization and Markets Structure Competitive Firms and Markets	• Read chapters 7 and 8 by Sunday • Participate in the Discussion 3 on Canvas- Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday • Take the quizzes on chapters 7 and 8-Due by midnight Sunday

| Week 6
September 30 to October 6 | Monopoly

Oligopoly and Monopolistic Competition

Discussion: Should natural monopolies be owned by the government? Please see the discussion board for details | • Read chapters 9 and 11 by Sunday
• Take the quizzes on chapters 9 and 11-Due by midnight Sunday
• Participate in the Discussion 4 on Canvas-Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday |
|---|---|---|
| Week 7
October 7 to October 13 | Decision Making Under Uncertainty

The Role of Government in Business

Paper Assignment on the discussions of the role of government in the economy | • Read chapter 14 and 16 by Sunday
• Take the quizzes on chapters 14 and 16-Due by midnight Sunday
• Submit your Paper Assignment by midnight Sunday
• Participate in the Discussion 5 on Canvas-Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday |
| Week 8
October 14 to October 19 | **Review and Take the Final Exam**

Covers the material after the midterm | • Take the final exam-Due by Friday at 4:59 pm |

Course Evaluation Methods
This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- **Exams** – Students will complete two examinations in this course, a midterm exam and a final. Exams are not cumulative. Exams may contain multiple choice, essay, and short answer questions.
- **Quizzes** – You will have regular quizzes on each chapter. Feedback to quiz questions is provided immediately after you take them. These quizzes are also excellent tools to enhance your learning and prepare for the tests.
- **Written Assignment** – We will have one written assignment. Please see the written assignment directions on Canvas. Use of any Artificial Intelligence is strictly prohibited.
- **Discussions:** We will have five graded discussions on Canvas. In addition to five major discussions, we will also have an introductory threaded discussion during week one. Directions for threaded discussions are posted on Canvas. Please post your initial response by midnight Wednesday night and responses to peers by midnight Sunday night each week.

Grading Matrix:

Midterm Exam	20%
Final Exam	20%
Problem Sets	25%
Written Assignment	15%
Discussions	20%
Total	100%

Grade Determination:
A = 900 – 1,000 pts; i.e. 90% or better
B = 800 – 899.9 pts; i.e. 80 – 89.9%
C = 700 – 799.9 pts; i.e. 70 – 79.9 %
D = 600 – 699.9 pts; i.e. 60 – 69.9 %
F = 599.9 pts or below; i.e. less than 60%

Need tutoring services or just some help with a particular assignment? For tutoring that empowers students to achieve success, schedule an appointment with the Learning Commons today at https://www.untdallas.edu/learning/schedule-appointment/.

Course-Specific Policies

Attendance and Participation Policy:
The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at https://untsystem.policytech.com/dotNet/documents/?docid=1347&public=true.

Assignment Policy:
All assignments and quizzes will have clear due dates on Canvas and no late submissions will be allowed. Late submissions will not be graded and receive zero. Correct answers and feedback may be released automatically after the exact due dates and times. It will be unfair to the class to allow a student to submit assignments after the due dates and times when the correct answers and feedback are released. Please develop the professional skill to meet deadlines in time.

Exam Policy:
Exams should be taken as scheduled. There will be a midterm and a final exam. They are proctored online through Respondus Lockdown Browser. A laptop/computer/iPad with camera is required. Exams will cover the material assigned. Exams are not cumulative. Exams may consist of essays, short answers, and multiple-choice questions. No makeup examinations will be allowed except for documented emergencies (See Policy 7.005 Student Attendance at https://www.untdallas.edu/hr/upol).

Make-up Exam Policy:

Exams are administered online. If you can't take an exam in time fame allowed for a legitimate reason with documentation, please provide documentation and I may allow you to take the test earlier. If you cannot take the tests at all during the designated week, please let me know. Please also see Grade of Incomplete Procedure.

Grade of Incomplete:
If for an extraordinary circumstance a student cannot complete the course, the student may be given a grade of Incomplete if he/she is eligible for a grade of Incomplete. The eligibility is that the student must have completed at least 70% of the course work but cannot complete the work due to extraordinary circumstances. To receive an incomplete in this course, the Grade of Incomplete Form posted on the Registrar forms site must be completed, signed and returned to the Office of the Registrar by the deadline posted in the Academic Calendar.

University Policies and Procedures

Students with Disabilities (ADA Compliance):
The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letter during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu on the first floor of the Student Center.

Canvas Instructure Accessibility Statement:
University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at https://www.canvaslms.com/accessibility.

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Academic Integrity:
Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism)

will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at http://dallascatalog.unt.edu.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Use of Artificial Intelligence in writing discussion posts, papers, or assignments is prohibited. I use plagiarism screening software which also embeds with major AI bots for plagiarism and AI work screening.

Web-based Plagiarism Detection: Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom etiquette:
Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student's Rights, Responsibilities, and Conduct will be referred to the Dean of Students as the instructor deems appropriate (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true).

Online Attendance and Participation:
The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to UNT Dallas' Registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

Classroom Disruption:
Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet

with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absent for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

Course Evaluations:
Student evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester via your campus email, providing you a chance to comment on how this class is taught. I will not have access to the results of the evaluations until after final grades have posted. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Bad Weather Policy:
Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to http://www.untdallas.edu/police/resources/notifications.

Inclement Weather and Online Classes:
Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Technology Assistance:
To successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

Browser and computer requirements for Canvas:

https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66