

ECON600

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : ECON600 **Title :** Managerial Economics

Length of Course : 8

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course is designed to use economic analysis to enhance business decision-making within private businesses, not-for-profit institutions, and public agencies. Economic concepts covered include demand analysis, production and cost analysis, linear programming applications, pricing policies and regulation.

Course Scope:

Managerial Economics is an application of microeconomics for solving management problems. It attempts to optimize business decisions given the firm's objectives and constraints imposed by scarcity. Managerial economics draws heavily from quantitative techniques such as regression analysis and correlation. Topics draw from microeconomics includes demand theory, production decisions, market structure and pricing, profit analysis, and profit management.

Objectives

- LO-1. Demonstrate the purpose of managerial economics.
- LO-2. Analyze decision-making strategies using the six-step model.
- LO-3. Compute a firm's profit-maximizing level of output using marginal analysis.
- LO-4. Construct a decision-making process taking into account every step of the 6-step model.
- LO-5. Appraise the effectiveness of situations of price discrimination.
- LO-6. Analyze the determinants of price discrimination.
- LO-7. Differentiate between short-run and long-run profit-maximization strategies.
- LO-8. Examine the influence of marginal input costs on production decisions.
- LO-9. Examine the difference between economies of scale and economies of scope.
- LO-10. Apply optimization concepts to cost minimization and optimal decision making.
- LO-11. Differentiate between the factors that create movements along demand and supply curves, and those that shift these curves.
- LO-12. Analyze complex business decisions using marginal analysis.
- LO-13. Assess competitive and monopolistic outcomes.
- LO-14. Synthesize the pricing strategies of the four dominant market structures.

LO-15. Assess a specific industry in terms of its market structure and its pricing behavior.

LO-16. Evaluate the demand and pricing of information goods.

Outline

Week 1: Economic Decision Making

Learning Outcomes

LO-1. Identify the purpose of managerial economics.

LO-2. Identify and discuss the six-step model of decision making.

Week 2: Optimal Decisions Using Marginal Analysis

Learning Outcomes

LO-3. Identify how the firm's profit-maximizing level of output is determined including the optimal condition in terms of the basic components, marginal revenue and marginal cost.

LO-4. Define a multi-variable demand function and identify its purposes.

Week 3: Demand Analysis, Optimal Pricing, and Estimating and Forecasting Demand

Learning Outcomes

LO-5. Explain the relationship between price elasticity of demand and revenue.

LO-6. Discuss how a firm can maximize its profit by using optimal markup pricing and price discrimination.

LO-7. Explain how empirical analysis is both "art and science."

LO-8. Explain the statistics that are generated by regression analysis.

Week 4: Research Project 1

Learning Outcomes

LO-1. Identify the purpose of managerial economics.

LO-2. Identify and discuss the six-step model of decision making.

LO-3. Identify how the firm's profit-maximizing level of output is determined including the optimal condition in terms of the basic components, marginal revenue and marginal cost.

LO-4. Define a multi-variable demand function and identify its purposes.

LO-5. Explain the relationship between price elasticity of demand and revenue.

LO-6. Discuss how a firm can maximize its profit by using optimal markup pricing and price discrimination.

LO-7. Explain how empirical analysis is both "art and science."

LO-8. Explain the statistics that are generated by regression analysis.

Week 5: Production Analysis

Learning Outcomes

LO-9. Discuss the relationship between production and cost.

LO-10. Explain and contrast short-run concepts (fixed inputs, marginal product, diminishing marginal returns, etc.) and long-run concepts (returns to scale).

Week 6: Cost Analysis

Learning Outcomes

- LO-11. Identify the impact of economies of scale and scope on production decisions.
LO-12. Apply optimization concepts to cost minimization and optimal decision making.

Week 7: Perfect Competition and Monopoly

Learning Outcomes

- LO-13. Identify the relationship between a perfectly competitive market structure and managerial decision making.
LO-14. Examine equilibrium in the short run and long run and the dynamics of entry and exit.
LO-15. Explain the dynamic of price and output decisions under pure monopoly.
LO-16. Contrast competitive and monopolistic outcomes.

Week 8: Research Project 2

Learning Outcomes

- LO-9. Discuss the relationship between production and cost.
LO-10. Explain and contrast short-run concepts (fixed inputs, marginal product, diminishing marginal returns, etc.) and long-run concepts (returns to scale).
LO-11. Identify the impact of economies of scale and scope on production decisions.
LO-12. Apply optimization concepts to cost minimization and optimal decision making.
LO-13. Identify the relationship between a perfectly competitive market structure and managerial decision making.
LO-14. Examine equilibrium in the short run and long run and the dynamics of entry and exit.
LO-15. Explain the dynamic
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Evaluation

Grading:

Name	Grade %
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Materials

Book Title: Managerial Economics, 8th ed.

Author: Samuelson and Marks

Publication Info: Wiley

ISBN: 9781118808948

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the

more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.

- “Substantive” means comments that contribute something new and important to the discussion. Thus a message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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