

Sam Houston State University  
College of Business Administration  
Fall 2007

Course Number:	ECO 467§ 02	UCTR
Course Title:	Managerial Economics	W 6:00-9:00
Prerequisites:	ECO 230 or ECO 233, BAN 232, FIN 367	
Professor:	Dr. Ed Blackburne	
Office Hours:	MW 8:30-9:30, 2:00-4:00 TR 8:30-9:30 by appointment	Office: 241D SHB e-mail: <a href="mailto:blackburne@shsu.edu">blackburne@shsu.edu</a> Phone: 936-294-3934

## Required Text

Managerial Economics, Fifth Edition, Samuelson and Marks.

## Suggested Supplements

The Wall Street Journal.

## Course Description

During the semester we will at length discuss:

- Economic optimization.
- Demand Analysis.
- Optimal pricing strategies.
- Risk and uncertainty.
- Various market conditions, such as perfect competition, monopoly, monopolistic competition, and oligopoly.

## Course Objective

This course is designed as a practical investigation of economic analysis. We will use quite a bit of algebra and calculus, which we will review along the way. The goals of this course are to encourage the student to:

- Improve analytical thinking skills.
- Examine the effects of market structure on firm behavior.
- Learn to efficiently allocate resources to maximize firm value.

## Course Evaluation Process

Your grade for this course will be based on your performance on 3 midterm exams, class participation, and the comprehensive final. The relative weights are:

Assessment	Weight per Assessment	Percentage of Course Grade
3 Midterm Exams	100 points	60%
Class Participation	50 points	10%
Comprehensive Final	150 points	30%

Your course grade will be determined by a traditional grading scale:

Course Point Total	Course Grade
$\geq 90\%$	A
80%–90%	B
70%–80%	C
60%–70%	D
$< 60\%$	F

## Blackboard

I will be utilizing the Blackboard online course management system (found at <http://blackboard.shsu.edu>) for this course. All assignments and notices, including grades, will be kept online. To access the course on Blackboard, each student must have an SHSU computer account. If you do not have an SHSU account, you need to do so as soon as possible (point to <http://www.shsu.edu/saminfo/accounts/>).

## Academic Dishonesty

The university expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experience both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

The university may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

For your reference:

- Cheating includes:
  - Copying from another student's test paper, laboratory report, other report, or computer files, data files, and/or programs.
  - Using, during a test, materials not authorized by the person giving the test.
  - Collaborating, without authorization, with another student during an examination or in preparing academic work.
  - Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.

- Substituting for another student, or permitting another student to substitute for oneself, to take a test.
- Bribing another person to obtain an unadministered test or information about an unadministered test.
- Purchasing, or otherwise acquiring, and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm.
- Plagiarism means the appropriation of another's work or idea and the unacknowledged incorporation of that work or idea into one's own work offered for credit.
- Collusion means the unauthorized collaboration with another person in preparing work offered for credit.
- Abuse of resource materials means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

## **Religious Holy Days Policy**

The student, not later than the 12th class day after the first day of the semester, must notify the instructor of each scheduled class day he/she will be absent for a religious holy day. Request forms are available in the Department of Economics office in SHB 232. The form must be personally presented to the instructor or sent certified mail, return receipt requested, within the time limits established. Students who are absent from a class for observance of a religious holy day will be allowed to make-up the examination or complete the assignment scheduled for that day within one week of returning to class.

## **Disabled Student Policy**

It is the policy of Sam Houston State University that no qualified individual shall, solely by reason of his/her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program. Disabled students may request academic assistance when needed from the Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in Lee Drain Building Annex, or by calling extension 4-1720.

I have read the syllabus for Dr. Blackburne's economics class for which I am enrolled during the Fall 2007 term. I understand what is expected of me regarding conduct and work for credit in determining my grade in the course. Specifically, I understand the policies in the Course Evaluation Process, Blackboard, Academic Dishonesty, Religious Holy Days, and Disabled Student Policy sections of the syllabus.

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Signature

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Date