



**Managerial Economics**  
**Dillard College of Business Administration**  
ECON 5113, Section X-20  
Spring 2026  
Online

**Contact Information:**

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**Text:**

Blair, Roger D., and Mark Rush. 2019. The Economics of Managerial Decisions. Pearson Education, Inc., The United States of America. *(Required)*

Accessing the e-book and MyLab Economics for this course:

ECON 5113 is included in the MSU Texas Access & Affordability Program (aka Follett Access) for the Spring semester. What does this mean?

- Your course material is in D2L on the first day of class, for everyone in your class. Your professor has opted to have this course in the program to save you time and money.
- The money-saving charge of \$130.00 + tax has been added to your student account, which is below the publisher's website price.
- \*You have the choice to "opt out" of this special pricing and find your material on your own. If you prefer to "opt out", please see below. **The last day to "opt out" of this content is 01/27/2026.**

**\*How Do I Opt Out?**

- Access Opt-Out Customer Portal Process – Student Experience
- The Follett Access Program delivers all required digital course materials to students for any of the courses participating in the program on or before the first day of class, with the cost of those materials being added as a course charge on your student account with the university or college. You can opt out of this program and acquire the required course materials on your own if you choose to.
- **Emailed Opt-Out Portal Link Process**

You will receive an email from [noreply@follett.com](mailto:noreply@follett.com) to your my.msutexas.edu email. This email will provide you with directions and a link to the Opt-Out Portal.

Please check your junk or Spam filters for this email.

\*If you "opt out", you lose your course material. If you "opt out" by mistake, please contact the bookstore at the email address below, and you will be "reinstated" with your course materials.

For questions concerning the program or if you need assistance, please contact the Bookstore at [jenny.denning@msutexas.edu](mailto:jenny.denning@msutexas.edu).

### **Course Description:**

This course introduces students to microeconomic theory and its applications to the allocation of scarce resources seeking to reach managerial goals. This includes household welfare maximization and firm profit maximization. Specific issues include demand and supply analysis, quantitative analysis of demand, the theory of individual behavior, production and costs, competitive markets, monopolistic competitive markets, oligopoly markets, and the monopoly. In addition, the application of game theory to analyze the behavior of firms in the oligopoly market.

### **Course Prerequisites:**

There is no prerequisite for this class; however, having taken Principles of Microeconomics, Intermediate Microeconomics, and Calculus would be very helpful.

### **Learning Goals:**

The general objective of this course is to help students understand fundamental microeconomic theory applications that can help managers reach their goals.

### **General Learning Goals:**

1. Leadership. By engaging students in the learning of microeconomic theory and its applications to managerial decisions that are related to firms' operations in the national and global economies, this course aims to contribute to developing students' abilities to make more effective decisions.
2. Critical Thinking. Students will demonstrate their critical thinking abilities by conducting analysis of microeconomic theory and its applications to managerial decisions.
3. Communication skills. By engaging students in the analysis of microeconomic theory and its applications to managerial decisions, this course aims to contribute to developing students' ability to communicate their analyses in a professional manner.
4. Integrate knowledge across business disciplines. By engaging students in the analysis of microeconomic theory and its applications to managerial

decisions, this course aims to contribute to developing students' ability to integrate microeconomic analysis into other business disciplines.

5. Ethical decision makers. Students will demonstrate their ethical reasoning skills when analyzing applications of microeconomic theory to managerial decisions cases that are related to regional, national, and/or global economic issues.
6. Globalization and business. Students will demonstrate their ability in understanding the influence of economic factors that are related to globalization and business operations in the world.

These general learning goals represent or are related to those established by the Dillard College of Business Administration. The goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the College seeks to assess its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

### **Course Specific Learning Goals:**

- Understand the definition of managerial economics
- Understand the role of market forces: demand and supply
- Understand the theory of individual behavior
- Understand production and costs
- Understand the behavior of competitive markets, monopolistic competitive markets, oligopoly markets, and the monopoly.
- Understand the application of game theory to explain the behavior of firms in the oligopoly market
- Understand market power and price determination

### **Teaching Method:**

This is an online class that starts on January 20, 2026, and ends on May 15, 2026, as per the 2025-26 academic calendar. The two primary learning modes are reading the textbook and watching the lecture videos, accompanied by the PowerPoint slides uploaded for each chapter covered in this course. Reading the textbook (mentioned earlier) is **mandatory** to thoroughly understand every concept and perform well in the course, as lecture videos cannot possibly include every detail of a concept. Moreover, you can reach out to me anytime during the week via email (see above under "Contact Information") if you are stuck on anything or have any questions.

Every week, you are expected to finish one module on D2L. Therefore, there are a total of sixteen modules. It will generally follow the same pattern: You will learn the materials from Tuesdays through Sundays, and your assignments will be due on Mondays, except for the Case Study, which may have a deadline at any time during the week. All the assignments, including exams, will be conducted on the MyLab Economics platform, which you can access directly through D2L (see the last module under the Table of Contents on D2L). Instructions for every assignment will be available on D2L and communicated through emails. Refer to

the course schedule provided at the end of the syllabus for an overview. It is also tentatively outlined on D2L as weekly modules. You are expected to check your D2L email regularly for any announcements about this class.

## **Course Policies:**

### **Attendance Policy:**

Since this is an online class, attendance will be checked through assignment submissions. Missing two chapter assignments from 01/20/2026 to 02/23/2026 will be considered excessive. Students who reach this level of missed assignments will be automatically dropped with a grade of "F" given the university attendance policy. In addition to this, missing 6 assignments during the semester is also excessive; students who reach this level of missed assignments will get a final grade of "F" given the university attendance policy. You may find this information in the Student Handbook and Activities Calendar, available in the [Handbook](#).

## **Other Course-Related Policies**

### **Graduate Course:**

Econ 5113 is a graduate course and students are treated as graduate students and managers. This is different from being an undergraduate student. Therefore, students must comply with the course policies.

### **Academic Integrity:**

As for academic honesty, students must follow the "Student Honor Creed" presented in the [Student Handbook of MSU TX](#) and failure to do so will call for sanctions.

Also, since all your assignments will be conducted through D2L, academic integrity is also applicable in this case. If I learn that students are sharing the quiz/assignment contents in any way, that constitutes a breach of academic integrity on the part of all parties. Please refrain from doing that, as I don't want to give everyone involved a 0 for the assignments (and potentially an F for the course).

## **Services for Students with Disabilities:**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University strives to provide reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After receiving notification of acceptance, students requiring accommodations should submit an application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, at (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more information, please visit [Disability Support Services](#).

### **Campus Carry Policy:**

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) permits licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations designated by the University as prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License-to-carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

### **Syllabus Change Policy:**

This syllabus serves as a guide for the course and is subject to change with advance notice.

### **Correspondence:**

\*All email correspondence must be conducted using your **Midwestern State University (MSU) email** only. I will not respond to any question sent from any other email account. It is highly recommended that you regularly monitor both your MSU email account and your D2L account. For your own convenience, I suggest that you link your D2L emails with your MSU email account such that any incoming message to your D2L account will get automatically forwarded to your MSU email account. Please note that grades will be posted on D2L and MSU Banner, and not sent via email.

### **Technical Support:**

I, as your instructor for the business and economics statistics class, can only ensure that all the course materials are in working order, but beyond that, I cannot provide any technical support for students' hardware/software problems. For problems related to D2L, a student is recommended to contact [MSU Distance Education](#).

### **Late Submissions:**

For homework assignments, I highly recommend that students submit their work on time, rather than waiting until the last minute. Since all your assignments, case studies, and exams will be conducted through D2L, we are heavily dependent on technology that may fail us at a crucial moment. Therefore, start working on assignments in advance. Any late submission requires prior permission from me and will automatically incur a penalty of ten points, unless a compelling reason is provided.

For exams, no make-up exam will be allowed unless a student requests my approval in advance *and* for compelling reasons. If you miss an unexcused exam, you receive a zero, and there is **no** exception to this policy.

Lastly, if you have any questions or concerns about your grades, bring that to my attention within one week of the homework/exam being graded.

## Monitoring of Exams:

All exams will be administered through the MyLab Economics platform, accessible directly within D2L. These may require the use of Respondus Lockdown Browser and Webcam monitoring. So, every student is expected to have access to a webcam from the beginning of the semester. However, these monitoring tools are **not** compatible with Chromebook laptops, Phones, and Tablets. iPad can be used, but you need to allow it in the setup. Contact [MSU Distance Education](#) for proper instructions on how to execute this.

## Grading and Evaluation Measures:

### Exams:

There will be two (non-cumulative) exams altogether, each of equal weight (32% each). So, **64% of your final grade** depends on your exam performance. This will mainly test your problem-solving ability as you need to *recognize the concept(s)* embedded in each question and then *apply* the concepts learned throughout the course to answer the question correctly. There will be hardly any direct questions in these exams. Therefore, understanding the materials, rather than rote learning, is the key to succeeding in this course.

### Homework Assignments:

There will be 14 homework assignments in total, each based on a specific chapter. These will help you prepare for your exams. But you will never get exactly the same questions on your exams. These assignments will together contribute to **22% of your final grade**. As the course progresses, more information and details will be communicated through emails on D2L.

## Case Study:

There will be one case study in this course that will contribute to **14% of your final grade**. This will evaluate the practical learning aspect of the materials. As we progress, detailed instructions about this assignment will be communicated through emails and also posted on D2L.

Every student is expected to be in touch with me throughout the semester regarding their performances and grades to avoid any semester-end "surprises."

## Grading Scale:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = <60%

**Note:** Final grades MAY be curved depending on the situation and the instructor's discretion. If a curve is implemented in the current semester, students will be informed about the same before posting the final grades.

## Class Schedule:

- First day of class: January 20 (Tuesday)
- Last day of class: May 8 (Friday)
- Last day for "W": April 29 (Wednesday) by 4 pm (drops after this will receive "F")
- No Class/Office Hours: Spring Break: March 9 (Monday) – March 14 (Saturday); Easter Break: April 2 (Thursday) – April 4 (Saturday)
- Exam 1: March 23 (Monday) (*confirmed*)
- Exam 2: May 11 (Monday) (*confirmed*)

## Course Schedule (all dates are tentative)

Weekly Modules	Chapters	Homework Assignments
Week 1 (January 20 - 26)	Go through the syllabus thoroughly Chap 2 (Demand and Supply)	HW 1: due January 26 (Monday)
Week 2 (January 27 - Feb 2)	Chap 3 (Measuring and Using Demand)	HW 2: due February 2 (Monday)
Week 3 (February 3 - 9)	Chap 4 (Production and Costs)	HW 3: due February 9 (Monday)
Week 4 (February 10 - 16)	Chap 5 (Perfect Competition)	HW 4: due February 16 (Monday)

<b>Weekly Modules</b>	<b>Chapters</b>	<b>Homework Assignments</b>
Week 5 (February 17 - 23)	Chap 6 (Monopoly and Monopolistic Competition)	HW 5: due February 23 (Monday)
Week 6 (February 24 - Mar 2)	Chap 7 (Cartels and Oligopoly)	HW 6: due March 2 (Monday)
Week 7 (March 3 - 9)	Chap 8 (Game Theory and Oligopoly)	HW 7: due March 9 (Monday)
Week 8 (Mar 10 - 16) <i>with Spring Break from March 9 to March 14</i>	<b>*Review Chapters 2, 3, 4, 5, 6, 7, and 8</b>	*Prepare for the upcoming exam and start working on the Case Study
Week 9 (March 17 - 23)	Take the first exam	<b>*Exam 1: due March 23 (Monday)</b>
Week 10 (March 24 - 30)	Chap 10 (Advanced Pricing Decisions)	HW 8: due March 30 (Monday)
Week 11 (March 31 - April 6) <i>with Holiday Break from Apr 2 - 4</i>	Chap 11 (Decisions about Vertical Integration and Distribution)	HW 9: due April 6 (Monday)
Week 12 (April 7 - 13)	Chap 12 (Decisions about Production, Products, and Location) Finalize your Case Study	<b>*Case Study: due April 9 (Thursday)</b> HW 10: due April 13 (Monday)
Week 13 (Apr 14 - 20)	Chap 13 (Marketing Decisions: Advertising and Promotion)	HW 11: due April 20 (Monday)
Week 14 (April 21 - 27)	Chap 14 (Business Decisions under Uncertainty)	HW 12: due April 27 (Monday)
Week 15 (April 28 - May 4)	Chap 15 (Managerial Decisions about Information) Chap 16 (Using Present Value to Make Multiperiod Managerial Decisions)	HW 13: due May 4 (Monday) HW 14: due May 4 (Monday)



Weekly Modules	Chapters	Homework Assignments
Week 16 (May 5 – 11)	<b>*Review Chapters 10, 11, 12, 13, 14, 15, and 16</b> Take the second exam	<b>*Exam 2: due May 11 (Monday)</b>