Managerial Economics
Dillard College of Business Administration
ECON 5113, Section X-10
Fall 2026 (Part A Term)
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 X10 is included in the MSU Texas Access & Affordability Program (aka Follett Access) program for the Fall semester. For more information on how to access the ebook and the MyLab Economics platform, please refer to the "Follett Book Access" module under the "Table of Contents" of this course on D2L.

For questions concerning the program or if you need assistance, please contact the Bookstore at 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 runs from August 24, 2026, to October 16, 2026, per the 2026-27 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** for thoroughly understanding every concept and performing well in the course, as lecture videos cannot 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 eight modules in total. It will generally follow the same pattern: You will learn the material from Tuesday through Sunday, and your assignments will be due on Monday, except for the Case Study and Exam 2, which will both be due on the Friday of the fifth and the eighth week of the semester, respectively. 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 08/24/2026 to 08/31/2026 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.

Recorded Lecture Videos:

***Recorded lecture videos, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent**.

Technical Support:

I, as your instructor for a graduate economics 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.

*Usage of a cell phone or any other device is strictly prohibited during exams. If the instructor "doubts" a student doing so, he/she will be assigned a zero immediately without any further discussion. All electronic devices must be kept away while taking exams.

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: August 24 (Monday)
- Last day of class: October 16 (Friday)
- Last day for "W": October 7 (Wednesday) by 4 pm (drops after this will receive "F")
- Exam 1: September 21 (Monday) *(confirmed)*
- Exam 2: October 16 (Friday) *(confirmed)*

Course Schedule (all dates are tentative)

Weekly Modules	**Chapters**	**Homework Assignments**
Day 1 (August 24)	Go through the syllabus, the weekly modules on D2L, and the assignments on MyLab Economics thoroughly to understand the course structure and expectations well in advance, before actually beginning with the materials.	
Week 1 (Aug 25 - 31)	Chap 2 (Demand and Supply) Chap 3 (Measuring and Using Demand)	HW 1 and HW 2: due Aug 31 (Monday)
Week 2 (Sept 1-7)	Chap 4 (Production and Costs) Chap 5 (Perfect Competition) Chap 6 (Monopoly and Monopolistic Competition)	HW 3, HW 4, and HW 5: due Sept 7 (Monday)
Week 3 (Sept 8 - 14)	Chap 7 (Cartels and Oligopoly) Chap 8 (Game Theory and Oligopoly)	HW 6 and HW 7: due Sept 14 (Monday)
Week 4 (Sept 15 - 21)	***Review Chapters 2, 3, 4, 5, 6, 7, and 8** Take the first exam Start thinking about the Case Study	***Exam 1**: **due Sept 21 (Monday)**
Week 5 (Sept 22 - 28)	***Finalize your Case Study** Chap 10 (Advanced Pricing Decisions) Chap 11 (Decisions about Vertical Integration and Distribution)	***Case Study: due Sept 25 (Friday)** HW 8 and HW 9: due Sept 28 (Monday)
Week 6 (Sept 29 – Oct 5)	Chap 12 (Decisions about Production, Products, and Location) Chap 13 (Marketing Decisions: Advertising and Promotion) Chap 14 (Business Decisions under Uncertainty)	HW 10, HW 11, and HW 12: due Oct 5 (Monday)
Week 7 (Oct 6 - 12)	Chap 15 (Managerial Decisions about Information) Chap 16 (Using Present Value to Make Multiperiod Managerial Decisions)	HW 13 and HW 14: due Oct 12 (Monday)
Week 8 (Oct 13 - 16)	***Review Chapters 10, 11, 12, 13, 14, 15, and 16** Take the second exam	***Exam 2**: **due Oct 16 (Friday)**