

EMBA 500
Managerial Economics
College of Business & Entrepreneurship
Texas A&M University-Commerce

Instructor: Dr. Kurtay Ogunc, PhD, MBA, MApStat

Department: Economics & Finance

E-mail: Kurtay.Ogunc@tamuc.edu or kurtayogunc@yahoo.com

Mobile: (903) 468-2067

Skype: KurtayAquarius

REQUIRED BOOK: Managerial Economics: Applications, Strategy, and Tactics, 12th edition; McGuigan, Moyer and Harris; 2011; Publisher: South-Western; ISBN: 978-1-4390-7923-2

CALCULATOR: A financial calculator such as Texas Instruments BAI Plus, Hewlett Packard 10BII or anything you prefer as long as it is a financial calculator. A financial calculator will be advantageous to have not only when you take other business courses such as EMBA 515, but also when making personal financial decisions.

COURSE DESCRIPTION: The study and application of concepts and models, primarily microeconomic, to various types of management problems. While analysis is primarily in terms of cost, demand, revenues, and market structure, the process combines ideas and methods from other functional fields of business administration. The case method is used to provide illustration and application of concepts.

COURSE OUTLINE

Chapter 1: Introduction and Goals of the Firm

Chapter 2: Fundamental Economic Concepts

Chapter 3: Demand Analysis

Chapter 4: Estimating Demand

Chapter 4A: Problems in Applying the Linear Regression Model

Chapter 7: Production Economics

Chapter 7A: Maximization of Production Output Subject to a Cost Constraint

Chapter 8: Cost Analysis

Chapter 8A: Long-Run Costs with a Cobb-Douglas Production Function

Chapter 9: Applications of Cost Theory

Chapter 10: Prices, Output, and Strategy: Pure and Monopolistic Competition

Chapter 14: Pricing Techniques and Analysis

Chapter 17: Long-Term Investment Analysis

EXAMS, DOCUMENTS, AND SUGGESTED STUDY PLAN

There will be an exam on each chapter (100 points each), total of ten exams, I will drop two lowest grades, and take the average of the remaining eight. I will upload lectures in ClassLive for each chapter every week. You have all the documents you need in DocSharing. I created a different folder for each chapter, and uploaded PowerPoint Lectures, Chapter Reviews, Solutions to End-of-Chapter Questions, Worked Problems, Multiple Choice and True/False quizzes with answers. I will go over some of the worked problems and quiz questions during lectures.

PLEASE read each assigned chapter slowly and thoroughly (ideally couple of times), go over the PowerPoint lectures and problems/quizzes before listening to the Webinar. Take notes while listening and refer to the textbook if necessary.

I will upload each exam by Friday morning and you will have three days to take it, any time between Friday and Sunday night, once you open the exam, you have to finish it within the allowable time. Make sure you have a good connection during the exam as you are responsible for the technology related issues.

GRADING SCALE

Semester Average	Grade
90 and above	A
80 to 89	B
70 to 79	C
60 to 69	D
Below 60	F

TECHNICAL PROBLEMS AND QUESTIONS

Personal computer problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, Office Services such as Kinko's, an Internet cafe, or a bookstore such as Barnes & Noble, etc.

Technical assistance is available 24 hours a day/ 7 days a week. If you have questions related to eCollege, Texas A&M - Commerce's online course management system, click on "TECHNICAL SUPPORT" on the left side of your course screen. An email box will appear. Fill out this technical support form, click submit, and your questions will be forwarded to the technical support staff. A resolution will be sent to you from the technical support staff via email. If at any time you experience technical problems (e.g., you cannot log in to the course, you do not have access to any course material), please contact the eCollege HelpDesk, available 24 hours a day, seven days a week.

HelpDesk can be reached by sending an email to helpdesk@online.tamuc.org or by calling (866) 656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information. If you use an Internet Service Provider other than the university, please contact a company representative if you are having difficulty accessing the Internet.

Other support questions may be addressed to Computing, Telecommunications, and Information Systems (CTIS). CTIS help desk is staffed between Monday and Friday from 8AM to 5PM; and can be reached at (903) 468-6000. The after-hours and weekend emergency phone number is (877) 808-1607. When the after-hours support number is dialed, the answering service representative will ask for your name and phone number. The representative will then contact the on-call CTIS technician who should return your call within about 15 minutes.