

Syllabus for Econ 414- Managerial Economics
(Tentative and subject to change – updated on Aug 4, 2024)
Fall 2024

Instructor Information:

Instructor	Dr. Tao Chen
E-mail	Tao.chen@wku.edu
Class Meeting via Zoom	Thurs 6:30 PM -7:30 PM (Check Course Schedule)
Office Hours	By appointment

Text:

Required: (MMH) James R. McGuigan, R. Charles Moyer and Frederick H.deB. Harris, *Managerial Economics: Applications, Strategies and Tactics, 14th Edition*, Cengage Learning, 2017. Only textbook is required. You can either rent or buy textbook.

Course Description:

Prerequisites: ECON 202, 203, and 206

The course addresses the basic tools of economics to solve important business problems with an emphasis on decision-making and managerial applications. We will discuss fundamental concepts such as demand and supply, production and cost, market structure, pricing, economics of strategy, and external business environment. Upon successful completion of this course, students will have learned how to critically think about business problems like economists and how to apply economic theory and techniques to solve these business problems.

The course is offered **entirely online**. Students will need to have reliable and regular access to the Internet and use Blackboard and email. Textbook is for reference only. Lecture slides and other teaching materials will be posted on Blackboard throughout the semester. I will also supplement with some additional materials if needed.

Please feel free to email me if you have any questions or concerns.

Grading:

Measurement	Full points
Case Study x4	24 points
Quiz x11	120 points
Exams x3	300 points
Extra Points	9 points

Total full points are subject to change. Letter grades will be always determined on the following grading scale:

A = 100% to 90%
D = 69.9% to 60%

B = 89.9% to 80%
F = 59.9% and below

C = 79.9% to 70%

Grading Formula: ***Your Percentage = Your total earned points / total full points***; Extra points are not counted in total possible points. For example, total full points are 443. Total points you earn are 396. You also earn 6 extra points. Your percentage = $(396+6)/443 = 90.7\%$. Your grade is then “A”. Please ignore the grade/ percentage automatically calculated on the Blackboard

Course Requirements and Assignments:

1. Case study and Discussion Board (DB) Participation (24 points)

Mini Case study and DB participation are designed to encourage you to apply what you have learned into the real world and facilitate active class discussion. As an online course, active participation on Discussion Board is required like “regular attendance policy”. You will be required to respond to each question and post your initial answers on Blackboard by **Thursday at 11:59 pm Central time** (1 points). After posting your own response on Blackboard, you will then be able to read other students’ posts. You are required to reply to at least one of their posts by **Sunday at 11:59 pm Central Time** (1 points).

After discussing them on DB, everyone will be required to submit your final answers to each case study in the folder “Tests and Quizzes”. Your final answers will be then graded based on your final submission. Please note that the discussion topics are also potential exam materials.

Please refer to **the grading rubric** on the last page of this syllabus.

2. Homework (120 points)

A total of ten quizzes will be assigned to evaluate how well you understand the course content. Questions will consist of multiple-choice, True/False answer questions and short essay questions.

Homework is always due by Sunday at 11:59 pm central time.

3. Exams (300 points)

There are three non-cumulative exams and an optional, cumulative final exam. All exams

are timed. Like homework, exam questions will consist of multiple-choice , True/False answer questions or short essay questions. Some questions may be drawn from the quizzes with a slight modification. Some of the questions on the final exam will be drawn from exams I, II and III with a slight modification. Your final grade will be based on your best three exams. Taking the final exam is **optional** and can be used to improve your grade.

Cheating and plagiarism are zero tolerance (for details, please refer to course general policies below). Please understand that any of your submitted work may be checked by a plagiarism software.

4. Extra Points (9 points)

Unlike a face-to-face class, an online class especially requires a high level of self-motivation and good time management. With that being said, you will receive up to 10 extra points if you do as follows:

- a) **Assignments (2 points):** Closely follow course instructions and have no missed or late submission of any assignment for any reasons. You will lose 1 point for each incident and up to 2 points.
- b) **Blackboard activities/emails (2 points):** Always check your WKU emails and announcements on Blackboard at least every other day. Your Blackboard activities will be monitored. You may receive a warning if you do not log in Blackboard and complete any assignment for a week without any appropriate notice. You will lose 1 point for each warning and up to 2 points.
- c) **Professional conduct (1 point):** Always maintain a positive and professional attitude in communicating with your instructor and classmates or making comments in discussion board.
- d) **Attending scheduled Zoom meetings (4 points):** You will earn one point each time if you attend the meeting with Zoom video open throughout the whole session and up to 4 points. You will lose 1 point for each missed Zoom meeting, coming late or leaving early and up to 4 points.

Course General Policies and some other useful information

1. Communication

I will communicate to the class through WKU student email address and Blackboard. Please note it is your responsibility to check your WKU email and Blackboard frequently for the most recent class updates. I would recommend you check your WKU email and Blackboard at least once a day.

Please feel free to contact me if you have any question or concern about the course. You can expect to receive my reply within one-business day. For a prompt reply, please type “**Econ 414**” in the subject line of your email using your WKU email address and write in a professional format.

2. **Class Etiquette**

Professional conduct is expected of every student, in order to create a conducive learning environment for all. You are expected to attend class regularly and participate respectfully during class. If you must miss a class, let me know in advance and provide me an appropriate explanation. Refrain from arriving late to class, leaving early, or exiting and re-entering during class.

Take notes while listening to lectures, participate in exercises, and ask questions if something is not clear. These behaviors will facilitate your comprehension and learning of the course content.

Please turn on your audio and video when entering our Zoom meeting room, so that we can see and say hello to each other. Once lecture starts, your audio will be muted to avoid background noise and distractions. Feel free to use the tools in Zoom (e.g., “chat”, “raise hand”) to alert me when you have any question during lecture.

3. **Internet/Computer-Related Policies**

This class will meet on Zoom and all the assignments will be completed and/or turned in on Blackboard, so it is required that students have reliable and regular access to the Internet. In case you encounter Internet/computer-related problems during class session or when using Blackboard, contact the IT Service/Help Desk at 270-745-7000.

Please do not wait until the last minute to submit online assignments, as internet/computer or Blackboard problems may occur from time to time. Plan to submit your work well before the deadlines. **Problems with internet/computer or Blackboard are not acceptable excuses for missed deadlines.**

4. **Policies on Academic Honesty**

All students are expected to read and abide by the academic honesty guidelines stated in the [WKU student handbook](http://www.wku.edu/handbook/documents/student_handbook.docx) :

[\[http://www.wku.edu/handbook/documents/student_handbook.docx\]](http://www.wku.edu/handbook/documents/student_handbook.docx). Violations of this code of conduct include but are not limited to cheating (collaborating or consulting with another person in an academic activity without authorization) and plagiarism (representing as the student’s own work all or any portion of the work of another).

Academic misconduct is ZERO tolerance and will result in an automatic F for the course. Please note that student work may be checked using plagiarism detection software.

5. Missed assignments and Exams

A make-up assignments or exam will **NOT** be given if you miss one. Certain circumstances may be evaluated only if your absence is excused. Valid reasons may include a University-excused absence, illness or a personal emergency. You need to notify me **in a timely manner** and provide me with appropriate written documentation. Such a request will not be honored after a week of past due.

6. Student Inquiry Regarding Grades

Please note that student inquiry regarding grades must be addressed through a requested phone or Zoom meeting with the instructor. No discussion of grades will take place via e-mail. Inquiries regarding grades, progress in class, and so on should be discussed with the instructor in a timely manner. There will be no conferences to discuss these issues during Finals Week. No extra projects will be offered just because you want to improve your grades.

7. Withdrawals and Incompletes

No late withdrawals or “incomplete” grade will be given solely due to poor performance. Please check academic calendar for the last day to drop the course with a “W” at https://www.wku.edu/registrar/academic_calendars/.

8. WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students’ capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU’s Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

9. ADA Accommodation

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

10. Title IX/Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU’s Sex and Gender-Based Discrimination, Harassment, and Retaliation (#0.070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director,

Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

11. COVID-19

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information.

www.wku.edu/healthyonthehill

12. Big Red Backpack

The Big Red Backpack program is the title of WKU’s partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes. Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack>

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

13. Regular and Substantive Interaction (RSI)

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the Regular and Substantive Interaction in Online and Distance Learning webpage.

In this course, regular and substantive interaction will take place in the following ways:

- Setting assignments and assessment deadlines throughout the term of the class
- Being present, guiding and initiating contact with students
- Facilitating a group discussion in discussion boards and provide a timely and constructive feedback, normally within one week of submission.

- Hosting synchronous FAQ online meetings before each Exam,
- Providing information or responding to questions or concerns timely, normally within one business day.

[\(A detailed Course Schedule will be posted on Blackboard\)](#)

Grading Rubric: Case Study & Discussion Board Participation

I: Submit your initial answer to Discussion Board (1 Point)

- (a) Submit your answer to DB on time
- (b) Your initial answer could be not perfect but should at least show your diligent work

II: Your response to at least one of other students' comments (1 Point)

- (a) Submit your response on time
- (b) Your response should indicate that you have read the post and make a helpful/meaningful comment (e.g. point out at least one of good points or one of areas that could be improved).

III: Submit your final answer to the Mini Case study posted in the folder of “Tests and Quizzes” (Total 4 Points)

- (a) After discussing in the DB, you can modify your initial answers and submit your final answers. Both your initial and final submission should show the improvement of your work. (1 point)
- (b) Answer each specific question that was asked (1 point)
- (c) Incorporate pertinent information from assigned readings and apply economic theories or economic reasoning into analysis (1 point)
- (d) Present all information clearly and in an organized manner and avoids distracting grammar/spelling/etc. problems (1 point)