

- Dr. B. Blake (she/her)
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- Office Hours: By Appt. or on Zoom: <https://odu.zoom.us/j/5605721113>
- Class Location: Constant Hall 1064
- Class Time: Tuesday and Thursday, 8:00 – 11:30 AM
- Course Dates: June 29 – August 5

COURSE OBJECTIVES

- Application of economic theory and methodology to managerial decision-making and strategy.
- Topics include demand analysis, economic forecasting, production, cost analysis, the economics of organization, market structure and strategic behavior, pricing techniques, and government regulation and its implications for firm behavior.

PREREQUISITES

- [ECON 201S](#) and [ECON 202S](#) and [BNAL 206](#), in addition to a declared major at the University or permission of the Dean's Office. Pre- or corequisite: [MATH 200](#) or equivalent.
- Students who do not meet prerequisites will be administratively withdrawn.

TEXTBOOK AND BLACKBOARD

- Michael Baye and Jeff Prince, “Managerial Economics and Business Strategy”, 9th edition, McGraw-Hill, Irwin, NY. ISBN: 9781260263176
- This course is part of the IncludedED program, your text is included in your registration fee; ***you should not purchase your textbook.*** Decide if you want a digital or hard copy textbook. In the event you drop this course from your schedule on or prior to the last day of DROP/ADD period, your account will be fully refunded automatically if you received a digital textbook. If you received a physical textbook you will need to return the textbook to the bookstore and your account will be refunded at that time.
- Blackboard will be used to facilitate learning in this course. Consistent Internet and e-mail access are ABSOLUTELY required. Computer labs are available in Constant Hall (check lab hours) and can be utilized to stay current with information posted on Blackboard. Important notices regarding assignments, class cancellations and other crucial information will be distributed via Blackboard and e-mail. Please visit <https://www.odu.edu/academics/student-computing/guidelines> to learn more on your information technology requirements. There is a detailed tab in Blackboard offering students a tutorial and additional help with the required technology associated with this course. Blackboard will be your online repository for your grades. Get in the habit of regularly checking your email and the ECO 301 announcements page in Blackboard. New? Lost? An intro tutorial for students is also found in Blackboard. Graph Paper and a calculator will be needed. See: <http://www.printfreegraphpaper.com/> for free graph paper. MS Excel may also be used for graphing. You will also need a scantron for each quiz and exam.

HOMEWORK

- Homework is assigned to help you process the concepts and to further develop your critical thinking skills. You will need to use concepts, tools, and information from both the lecture and textbook to complete the assignments. These assignments are designed to make you think and are more than just plugging numbers into equations.

CONTACT POLICY

- The Old Dominion University email system is the official electronic mail system for distributing course-related communications, policies, announcements and other information. The major line of communication in this class will be through the ODU email system and Blackboard. Therefore, it is a course requirement that all students have an active university email account and user ID. If you need to activate your account, please visit:
<http://occs.odu.edu/accounts/studemail/index.shtml>
- Phone or e-mail communication will be responded to within 24 hours from normal business hours (9-5 pm). For example, if you call or e-mail on 2 pm, Monday, I will respond to you by 2 pm Tuesday. If messages are left/sent after 5 pm, you will receive a response within 24 hours starting the next business day. Regarding e-mail, due to server errors and message kickbacks, it is your responsibility (if you have not received a response within 24 hours) to follow up. Please always use your **first and last name and section number** in all of your communication with me. I will accept text messages but will NOT respond to any message without a name.
- Please contact me if you have questions!

CLASSROOM POLICY

- It is important that you do your best to attend each class for your success.

EVALUATION AND GRADE COMPOSITION

THE EVALUATION FOR THIS COURSE CONSISTS OF THE FOLLOWING ELEMENTS: VARIOUS ASSIGNMENTS, QUIZZES, CASE STUDY, EXAM #1, EXAM #2, AND A FINAL EXAMINATION.

ESSENTIALLY, THE PHILOSOPHY IN THIS CLASS IS: YOU EARN YOUR GRADE. WHEN YOU COMPLETE A TEST, QUIZ, OR HOMEWORK ASSIGNMENT, YOU EARN POINTS TOWARD YOUR FINAL GRADE. IF YOU DO NOT TURN IN YOUR ASSIGNMENTS, YOU RECEIVE A ZERO. IF YOU MISS TAKING A QUIZ, YOU RECEIVE A ZERO. IT'S THAT SIMPLE. THERE ARE NO WEIGHTS OR AVERAGES USED. *YOUR SCORE IS A POWERFUL INDICATOR OF YOUR MASTERY OF THE CONCEPTS PRESENTED IN THIS COURSE.*

Assignments, total value 100 points

In-class exercises/quizzes	10
Online homework/quizzes	10
Exam #1	20 – July 8
Exam #2	20 – July 22
Final Exam	20 – August 5
Case Study	20 – Final draft DUE by August 5
Total Points	100

The standard university grading scale will be used:

F	D-	D	D+	C-	C	C+	B-	B	B+	A-	A
0-59	60-62	63-66	67-69	70-72	73-76	77-79	80-82	83-86	87-89	90-92	93-100

HONOR CODE

- All students are expected to abide by the Old Dominion University Honor Code. "We, the students of Old Dominion University, aspire to be honest and forthright in our academic endeavors. Therefore, we will practice honesty and integrity and be guided by the tenets of the Monarch

Creed. We will meet the challenge to be beyond reproach in our actions and our words. We will conduct ourselves in a manner that commands the dignity and respect that we also give to others."

- A student's signature on graded work will stand in lieu of the full ODU Honor Pledge; "I pledge to support the honor system of Old Dominion University. I will refrain from any form of dishonesty or deception, such as lying, cheating or plagiarism, which are honor violations. I am further aware that as a member of the academic community it is my responsibility to turn in all suspected violations of the Honor System. I will report to an Honor Council hearing if summoned.
- There is a zero tolerance for cheating and any questionable instances will be sent immediately to the Office of Student Judicial Affairs for resolution.

SPECIAL NEEDS

- In compliance with PL94-142 and more recent federal legislation affirming the rights of disabled individuals, provisions will be made for students with special needs on an individual basis. The student must be identified, as "special needs" by the university and provide a letter from the Disability Services Office, located at 1525 Webb Center. Any accommodations will be based upon written guidelines from the Disability Services Office. All students are expected to fulfill all course requirements.
- Students are encouraged to self-disclose disabilities that have been verified by the Office of Educational Accessibility by providing Accommodation Letters to the Instructor early in the semester in order to start receiving accommodations. Accommodations will not be made until the Accommodation Letters are provided to me.

ABOUT PLAGIARISM

- The Old Dominion University (ODU) Undergraduate Catalogue (2008-2009, p. 13, F) defines plagiarism as follows: "A student will have committed plagiarism if he or she reproduces someone else's work without acknowledging its source; or if a source is cited which the student has not cited or used."
- Examples of plagiarism include: submitting a research paper obtained from a commercial research service, the Internet, or from another student as if it were original work; making simple changes to borrowed materials while leaving the organization, content, or phraseology intact; or copying material from a source, supplying proper documentation, but leaving out quotation marks. Plagiarism also occurs in a group project if one or more of the members of the group does none of the group's work and participates in none of the group's activities, but attempts to take credit for the work of the group.

REMEMBER

MISC. RESOURCES

- EMERGENCY ALERTS: <https://www.odu.edu/life/health-safety/safety/alerts>
- Blackboard and Student E-mail: <https://www.blackboard.odu.edu>
- Student Handbook: <https://www.odu.edu/business/students>
- ODU Catalog: <http://catalog.odu.edu/undergraduate/>
- Class Schedule: <https://www.odu.edu/academics/courses-registration/course-schedules/listing>
- Academic Calendar: <https://www.odu.edu/academics/calendar>
- For current financial aid information and assistance, visit <https://www.odu.edu/tuition-aid>
- Blackboard Support Website <http://www.clt.odu.edu/bb>
- Technical Support Center <http://occs.odu.edu/occs-help@odu.edu> 757-683-3192
- For issue with Connect <https://mhedu.force.com/CXG/s/ContactUs>
- Tutoring Central: <http://uc.odu.edu/taa/> (757) 683-3294 or (757) 683-6396
- ODU University Village Bookstore is located at 4417 Monarch Way, Norfolk, VA 23508. 757-683-0048 (office), odu@bkstr.com
- Study Guides Strategies: [http:// www.studygs.net/](http://www.studygs.net/)

- Free Scantrons: The Old Dominion University Student Government Association has developed and implemented an exam material distribution service on campus. With their service, any ODU student with a valid student ID can come into their office and receive up to two exam materials per day. They have blue and green scantrons, as well as blue
- Economic News: <http://www.businessweek.com/> <http://www.economist.com/>
- U.S. Bureau of Economic Analysis: <http://www.bea.gov/>
- U.S. Bureau of Labor Statistics: <http://www.bls.gov/home.htm>
- U.S. Census Bureau, Business & Industry: <http://www.census.gov/econ/index.html>

SCHEDULE

- Please note this is a tentative schedule and changes may be necessary as the semester unfolds.

Week	Chapters To Be Covered	Concepts
June 29 - July 1	Introduction, Chapters 1-3	Managerial Economics, Markets and Quantitative Demand Analysis (Elasticities)
July 6 - July 8	Case Study Review, Chapter 5	“We are Market Basket”, Production Processes and Costs
July 13 - July 15	Chapter 8	Market Models, Maximizing Profit and Optimal Output
July 20 - July 22	Chapter 10	Game Theory and Strategy
July 27- July 29	Chapter 11	Pricing Strategies
August 3 - August 5	Chapter 12	Adverse Selection and Moral Hazard

As a Strome business student, you are here to not only master your chosen field but to get ready to become a professional. To help you get ready, this class will adhere to the professional principles of communication, preparation, and performance. Specifically, that means class begins on time – do not be late, be early. Work is due when it is due, not late. Digital devices are put away until after class. Emails will be professional in tone. Written assignments will be free of misspellings and grammatical errors. As your professor, I will help you Get Ready to Go Pro by providing you feedback, rewards, and penalties as detailed in this syllabus.

AND FINALLY, IF YOU DIDN’T REALIZE IT ALREADY...

Students are responsible for being aware of the policies, procedures, and student responsibilities contained in the current edition of the ODU Catalog and the ODU Student Handbook, both found at www.odu.edu. Students should familiarize themselves with the College's policies regarding misconduct and inclement weather policies. It is your responsibility to be informed about what is going on in your classes and what is going on with your college!