



Instructor: **Dr. Mariya Burdina**

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Office Hours: Mondays 9-10 am and Thursdays 1-2 pm on Zoom

INSTRUCTOR BIO

My name is **Dr. Burdina**, and I am your instructor for this course. I got my Ph.D in Economics from the University of Colorado at Boulder. My areas of academic research and interest include (but are not limited too) behavioral economics and economic pedagogy.

Outside of class, I enjoy cooking and eating, taking lots of pictures, traveling, and sometimes all three at the same time. I love to run, hike and camp. I have two wonderful kids, Elaine and Eli. Elaine is 10 and she wants to be an economist, but so far she refused to read economics textbooks. Eli is 7 and he wants to be a Lego designer.

Term Start: January 22, 2024

Term End: May 5, 2024

COURSE WEBSITE

Canvas is our class website:

Login using your University of Colorado Boulder identikey and password

<https://canvas.colorado.edu/>

Under Course List, click "ECON 4705-581: Managerial Economics"

COURSE DESCRIPTION

This course is an application of microeconomic principles and tools to business problems faced by decision makers. This course examines decisions related to pricing, products and production, location of firms, vertical and horizontal integration, marketing, uncertainty, market structure, and government regulations and introduces key business communication, and accounting principles.

COURSE OBJECTIVES

By the end of the course you should be able to:

Illustrate how microeconomic theory applies to business decisions.

Apply the supply and demand model to managerial decisions.

Demonstrate basic and advanced pricing techniques to increase economic profit.

Apply the concepts of present value, net present value and future value to make managerial decision.

Compare and contrast managerial decisions associated with different market structures.

Discuss how antitrust policy and other regulations affect decision making.

Explain how business managers make decisions about final products, production process, and location of the firm and how they make decisions under uncertainty and differing levels of information.

Explain key business communication, and accounting principles.

ECON 4705: Managerial Economics

Use algebra, graphs, calculus, and spreadsheets as tools to make managerial economics.
Evaluate business case studies and communicate those evaluations clearly and professionally.

COURSE PREREQUISITES

Requires prerequisite courses of ECON 3070 (Intermediate Microeconomic Theory) (minimum grade C-)

REQUIRED COURSE MATERIALS

Course Website: <https://canvas.colorado.edu/> (Canvas) Grades and any further additional readings will be posted on Canvas. Please check Canvas frequently for any relevant notifications/changes that may occur throughout the course.

Textbook (required): The Economics of Managerial Decisions with MyLab, 1st Edition (2019), by Blair and Rush, Pearson Publishing, ISBN 9780134184661.

CU Book Access, CU Boulder's equitable access course materials program, provides degree-seeking undergraduate students access to all of their required course materials before the first day of class for a flat-rate price. **The cost of the program for the 2023-24 academic year will be \$279 (plus tax) per semester, fall and spring.**

Materials in this program are provided in a digital first format on or before the first day of class via Canvas, CU Boulder's online learning platform. Should a particular class require print materials, students will receive an email letting them know they have a pick up at the CU Book Store or this information can be found on their My Course Materials tab in Canvas.

Note: The deadline to "opt out" of CU Book Access for the Spring 2024 semester is Wednesday, January 31, 2024. For information about CU Book Access, CU Boulder's equitable access course materials program that offers eligible students a flat-rate course materials purchasing option, please visit the following webpage: <https://www.cubookstore.com/bookaccess>

SUPPLEMENTAL MATERIAL

Supplemental readings and other materials will be provided in Canvas system, via the CU Library electronic reserve, or by links to websites.

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This course is designed to engage you mostly through exercises, however, there will also be class discussions on the topics covered in the course materials. It is important that you participate in class discussions to facilitate learning by other students and gain exposure to different viewpoints of other students in the class.

EVALUATION AND GRADING

Course grades will be determined by the completion of assignments, exams, and discussions, as shown below:

Assignment	Points per Assignment	Frequency	Number of assignments dropped	GRADE POINTS	GRADE PERCENTAGE
Lecture notes* (easy grade!)	10	11	1	100	10.0%
Quizzes*	15	11	1	150	15.0%

2. With **ProctorU** or a **comparable online proctoring service as determined by your instructor**. Online proctoring is a service that uses a webcam and microphone to ensure academic integrity. To use this service, you must have access to a computer with a webcam and a microphone. There will be a cost for using the online proctoring services.

Please see Canvas for detailed information about proctoring, including the contact information for the UTC, Proctorio, and a nationwide list of accredited college or university testing centers. If you are in a rural area or on a military base, you may need to be approved to use a person as a proctor and information is provided on Canvas for this approval process.

EXTRA CREDIT

There **may** be 30 points of extra credit available (= 3% of the course grade).

Extra credit may be available during the semester for completing certain activities, such as listening and commenting on a podcast or solving practice exams. These extra credit opportunities will be determined by the instructor and announced on Canvas. Extra credit assignments will have hard deadline and no late submissions will be accepted.

POLICY ON DUE DATES

ECON 4705: Managerial Economics

Course announcements: I will send you frequent reminders via **canvas email**. Please make sure to check your email on a regular basis so you don't miss important announcements, such as reminders, corrections, helpful hints, etc.

TUTORING

The Economics Department provides a free drop-in tutorial office which offers assistance

the reverse. The key to a successful group is organization, communication and a willingness to do what it takes to get it done.

Website: <http://www.albion.com/netiquette/corerules.html>

Compiled by Melissa Landin, Instructor, Dept. of Communication, Inver Hills Community College, mlandin@inverhills.edu

CLASSROOM BEHAVIOR

Students and faculty are responsible for maintaining an appropriate learning environment in all instructional settings, whether in person, remote, or online. Failure to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with race, color, national origin, sex, pregnancy, age, disability, creed, religion, sexual orientation, gender identity, gender expression, veteran status, political affiliation, or political philosophy.

For more information, see the [classroom behavior policy](#), the [Student Code of Conduct](#), and the [Office of Institutional Equity and Compliance](#).

REQUIREMENTS FOR INFECTIONS DISEASE

Members of the CU Boulder community and visitors to campus must follow university, department, and building health and safety requirements and all applicable campus policies and public health guidelines to reduce the risk of spreading infectious diseases. If public health conditions require, the university may also invoke related requirements for student conduct and disability accommodation that will apply to this class.

If you feel ill and think you might have COVID-19 or if you have tested positive for COVID-19, please stay home and follow the [guidance of the Centers for Disease Control and Prevention \(CDC\) for isolation and testing](#). If you have been in close contact with someone who has COVID-19 but do not have any symptoms and have not tested positive for COVID-19, you do not need to stay home but should follow the [guidance of the CDC for masking and testing](#).

ACCOMMODATION FOR DISABILITIES, TEMPORARY MEDICAL CONDITIONS, AND MEDICAL ISOLATION

If you qualify for accommodations because of a disability, please submit your accommodation letter from Disability Services to yn lsfON sC Sen 9 (t)-4.9 (o)211.7 (o)2 (da)-46 c 0.013 T.7 (C)6 (0)48 (O)6-27 (s)c

ECON 4705: Managerial Economics

timing of completion of assignments in this class, you must contact the instructor in at least two weeks in advance if you anticipate a religious holiday may impact your completion of coursework.

See the [campus policy regarding religious observances](#) for full details.

MENTAL HEALTH AND WELLNESS

The University of Colorado Boulder is committed to the well-being of all students. If you are struggling, please reach out to your instructor or the Center for Student Health and Wellness at 303.441.3000.