
UNIVERSITY OF COLORADO BOULDER

SPECIAL TOPICS: MANAGERIAL ECONOMICS

ECON 4929 ONLINE SYLLABUS, SPRING 2021

INSTRUCTOR: DR. KAREN GEBHARDT

Email _____

Mobile

This is my cell phone number. Call or text anytime between 8am – 8pm MTN. I sometimes have my phone turned off during the middle of the day, but leave a message when it is a good time to get a hold of you and I will call you back.

Office Hours

Online Office Hours: Wednesdays 9-10am and Thursdays 12-2pm and by appointment using Zoom

INSTRUCTOR BIO

Dr. Karen Gebhardt is the Director of the Online Economics Program at CU Boulder. Her research focuses on using learning analytics to improve student learning outcomes in economics education with an emphasis on improving grades and completion rates in online courses. She is an early adopter of technology in the classroom and advocates strongly for it because she sees the difference it makes in student engagement and learning. In her free time, Dr. Gebhardt enjoys rock climbing and she used to enjoy (pre-COVID) traveling in the Colorado Rockies and beyond. She now just likes to drink coffee at home.

TERM START: January 25, 2020

TERM END: May 2, 2020

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 4929-581: Managerial Economics"

Note: all email correspondence will be through your CU Boulder email address.

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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, accounting and finance principles.

COURSE PREREQUISITES

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

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 pres

viewpoints of other students in the class. It is therefore necessary to participate throughout the week in the discussion questions, not wait until the last minute to post on discussion topics.

EVALUATION AND GRADING

Course grades will be determined by the completion of quizzes, case study analysis, other assignments, and exams, as shown below:

	<i>Points per Assignment</i>	<i>Frequency</i>	<i>GRADE POINTS</i>	<i>GRADE PERCENTAGE</i>
Quiz	(10)	* (11)	= 110	11%
Case Study Analysis				

(360 POINTS) – There will be ten (10) 40-point problem sets, discussion postings, or Excel spreadsheet exercises (or a combination). The lowest one (1) weekly work is dropped from the final grade calculation.

Problem sets will be a combination of calculations, graphical analysis, and short answer questions.

Discussion postings will occur asynchronously; the instructor will post a discussion question and the student will (1) complete and initial post in response to the discussion question and (2) engage in discussion with classmates.

Excel spreadsheet exercises will require students to manipulate and interpret data related to the microeconomics of managerial decisions.

Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail 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. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. For more information, see the policies on [classroom behavior](#) and the [Student Code of Conduct](#).

HONOR CODE

All students enrolled in a University of Colorado Boulder course are responsible for knowing and adhering to the Honor Code. Violations of the policy may include: plagiarism, cheating, fabrication, lying, bribery, threat, unauthorized access to academic materials, clicker fraud, submitting the same or similar work in more than one course without permission from all course instructors involved, and aiding academic dishonesty. All incidents of academic misconduct will be reported to the Honor Code (honor@colorado.edu; 303-492-5550). Students who are found responsible for violating the academic integrity policy will be subject to nonacademic sanctions from the Honor Code as well as academic sanctions from the faculty member. Additional information regarding the Honor Code academic integrity policy can be found at the [Honor Code Office website](#).

SEXUAL MISCONDUCT, DISCRIMINATION, HARASSMENT AND/OR RELATED RETALIATION

The University of Colorado Boulder (CU Boulder) is committed to fostering a positive and welcoming learning, working, and living environment. CU Boulder will not tolerate acts of sexual misconduct intimate partner abuse (including dating or domestic violence), stalking, protected-class discrimination or harassment by members of our community. Individuals who believe they have been subject to misconduct or retaliatory actions for reporting a concern should contact the Office of Institutional Equity and Compliance (OIEC) at 303-492-2127 or cureport@colorado.edu. Information about the OIEC, university policies, [anonymous reporting](#), and the campus resources can be found on the [OIEC website](#).

Please know that faculty and instructors have a responsibility to inform OIEC when made aware of incidents of sexual misconduct, discrimination, harassment and/or related retaliation, to ensure that individuals impacted receive information about options for reporting and support resources.

RELIGIOUS HOLIDAYS

Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. Because of the flexibility of 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.

For more information on the religious holidays most commonly observed by CU Boulder students consult the [online interfaith calendar](#).

PREFERRED STUDENT

Any student who wishes to withdraw from the course must submit a request directly to

