

## ***Syllabus***

**College of Business Administration, MBA Program  
Department of Economics and Finance**



Semester: Fall 2014

Course Number and Section: ECO525AC

Course Title: Economics for Managers

Credit Hours: 3

Classroom: Vini 205

Meeting Times: Saturday 9 to 5 pm on 9/6, 9/13, 9/20, 9/27, and 10/4.

Recommended Text: Farnham "Economics for Managers" 3<sup>rd</sup> edition. ISBN #: 0132773708

I require either the 2<sup>nd</sup> or 3<sup>rd</sup> edition of the Farnham text, I bet the 2<sup>nd</sup> edition might be cheaper though....

### Instructor Information:

Name: Dr. Jay Walker

Office Hours: M/ F 1 to 3 Wednesday 2-4 and by appointment

Office Location: 254J Bisgrove Hall

Office Phone: 716-286-8311

Fax Number: 716-286-8296

Faculty E-Mail: jwalker@niagara.edu

This Course uses Blackboard On-Line Software.

### **University Mission Statement:**

Niagara University educates its students and enriches their lives through programs in the liberal arts and through career preparation, informed by the Catholic and Vincentian traditions.

### **College of Business Mission Statement:**

Guided by Catholic and Vincentian traditions, we prepare current and future business professionals to learn, serve, and lead with integrity and live an exemplary life.

### ***College of Business Learning Outcomes:***

- Students will demonstrate effective presentation skills.
- Students will demonstrate effective writing skills.
- Students will demonstrate analytical skills.
- Students will develop valuable employment skills through internships, and community service.

### **Departmental Mission Statement:**

Guided by the College of Business Administration mission, the undergraduate program creates and disseminates knowledge, fosters rich learning experiences, empowers student achievement, and inspires professional engagement in the global society.

### **Student Learning Outcomes**

1. Graduates will have effective written communication skills
2. Graduates will be effective oral communication skills

3. Graduates will be able to evaluate and understand ethical issues in business decisions
4. Graduates will demonstrate the ability to analyze information and apply critical thinking skills
5. Graduates will be proficient in using the appropriate technology and information resources for their field
6. Graduates will demonstrate knowledge of the field in their concentration or major

**Course Description:**

The course covers intermediate level microeconomic and macroeconomic theories relevant to business decision making. The course is intended to give you a broader understanding of the economic environment within which businesses operate and to help you learn how to use economics to analyze the reasons for business decisions. You should also gain a basic understanding of economic theory relevant to societal issues and needed for further study in economics.

**Course Learning Outcomes:**

Students will:

Simply stated, at the end of the course I want you to be more economically literate than you were when you began. Whether one has a strong background in economics or has had little exposure, I would like you to be able to see news stories or critiques by economists and understand how they may affect you personally and professionally. During the course I will mention many books or articles which you can further study do add depth to your knowledge, I have personally found that the majority of my learning has transpired outside of the classroom at my own direction and discretion.

Specifically:

1. Develop understanding of the functioning of the market economy and the role of government
2. Understand the U.S. economy as part of the world
3. Develop the skill for ordering and interpreting economic news in the media
4. Understand economic, business, and finance vocabularies
5. Know economic constructs of profit maximization

**Assessment Measures:**

Exam (Take home/in-class)	60%
Paper/Presentation	20%
Homework	20%

<u>Requirement</u>	<u>Weight</u>	<u>Course</u>	<u>CBA</u>	<u>MBA</u>
Exams	60%	1,2,3,4,5	2,3	2,5,6
Paper/Presentation	20%	1,2,3,4	1,2,3	1,2,3,5,6,7
Homework	20%	1,2,3,4,5	2,3	1,2,3,5,6,7

You should be able to expect three weekly homework assignments which I will communicate in class and via email. The presentation will involve a 15-20 minute discussion of your topic along with a brief 3-5 page single-spaced written summary in Times New Roman font to be submitted to me (not including title or reference pages). When citing sources, use the APA style guide furnished by the school of business that I will furnish. The topic for your paper/presentation can really be anything of your choosing related to economics or material covered in the course, although I must approve the topic.

### **Grading Methodology:**

A+: 97 and above	C+: 77-79
A: 93-96	C: 74-76
A-: 90-92	C-: 70-73
B+: 87-89	D: 60-69
B: 84-86	F: 60 and below
B-: 80-83	

### **Inclusivity, Diversity & Support for Students at Niagara University**

Niagara University supports a learning environment that fosters inclusiveness where diversity is respected and valued. It is expected that students in this class will respect differences and develop an understanding of how other people's perspectives, behaviors, and worldviews may be different from their own.

Students are always encouraged to meet with faculty as early as possible in the semester to discuss their needs or concerns. Students may also seek additional assistance from a variety of resources available on campus:

**Office of Academic Support** – Seton 1st floor, 716-286-8072, [www.niagara.edu/oas](http://www.niagara.edu/oas)  
Provides peer tutoring, Writing Center, reading assistance, and study skills training.

**Office of Disability Services** – Seton 1st floor, 716-286-8072, [www.niagara.edu/oas-disability-services](http://www.niagara.edu/oas-disability-services)  
Provides academic accommodations for students with documented disabilities, and assists with access, evacuation, and emergency medical notifications (i.e., seizure disorders).

**Office of the Dean of Students** – Gallagher 111, 716-286-8405  
Provides a wide range of support services including Counseling Services, Health Services, Multicultural Affairs, Residence Life, and Veterans Services. For a full explanation of services and direct contact information please go to: [www.niagara.edu/student-affairs](http://www.niagara.edu/student-affairs) [www.niagara.edu/veterans](http://www.niagara.edu/veterans) . The Dean of Students serves as deputy Title IX Coordinator who advocates for students regarding harassment and sexual misconduct issues, and can offer information regarding students' rights and responsibilities under the student code of conduct.

## College of Business Citation Guidelines and Plagiarism Reminder

**Niagara University business students are asked to use the APA citation style. We recommend the Cornell University guide which can be accessed at:**

<http://www.library.cornell.edu/resrch/citmanage/apa>

We encourage you to use the “specific parts of a source” format found in the Cornell guide which includes author, year and page number in parentheses, i.e. (Smith, 2005, p. 42).

At the end of the Cornell APA style guide are formats for web sites, blogs, etc.

Please note that the APA style also requires a bibliography “Reference list” at the end of the paper in addition to internal parenthetical references.

**Academic Integrity Reminder:** These are the most common plagiarism problems seen at Niagara University among students referred to the Academic Integrity Board. *Please strive to maintain the highest academic standards.*

- Submitting a paper or portion of a paper written by another student—in your own class, another class, or another school.
- Submitting a paper which has large blocks of non-cited text copied directly from written or on-line sources.

### **University Statement on Academic Integrity:**

Academic honesty – being honest and truthful in academic settings, especially in the communication and presentation of ideas – is required to experience and fulfill the mission of Niagara University. Academic dishonesty – being untruthful, deceptive, or dishonest in academic settings in any way – subverts the university mission, harms faculty and students, damages the reputation of the university, and diminishes public confidence in higher education.

All members of the university community share the responsibility for creating conditions that support academic integrity. Students must abstain from any violations of academic integrity and set examples for each other by assuming full responsibility for their academic and personal development, including informing themselves about and following the university's academic integrity policy.

Violations of academic integrity include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university's academic resources, alteration or falsification of academic records; academic misconduct; complicity; and copyright violation. This policy applies to all courses, program requirements, and learning contexts in which academic credit is offered, including experiential and service-learning courses, study abroad programs, internships, student teaching and the like.

Please refer to the undergraduate catalogue for Niagara University's policy on academic integrity or access the policy online, [www.niagara.edu/academicintegrity](http://www.niagara.edu/academicintegrity).

### **Bibliography:**

Farnham, Paul G. “Economics for Managers.” (2013) 3<sup>rd</sup> Edition. Prentice Hall.

**Walker - Economics for Managers**

**Fall 2014 - Tentative Schedule**

<b>Date</b>	<b>Day of Week</b>	<b>AM Description</b>	<b>PM Description</b>
<b>9/3/14</b>	<b>Wednesday</b>	<b>6 pm - Math Review St. Vincent's Hall (Vini's) Rm 201 (Optional)</b>	
09/06/14	Saturday	Intro/Supply & Demand	Price Restrictions/Elasticity
09/13/14	Saturday	Production & Cost/Mkt Structure and Profit Max	Mkt Structure and Profit Max/GDP
09/20/14	Saturday	Money in Macro	Aggregate Model of the Macroeconomy
09/27/14	Saturday	TVM and AD/AS	Review/Work on papers & presentations
10/04/14	Saturday	<b>Presentations</b>	<b>Final Exam</b>

All other class meetings are in Vini 205 excepting the Math Review unless otherwise discussed.