

**Christian Brothers University
School of Business
Course Syllabus**

CMBA 602 Managerial Economics

Term: Fall 2009

Credit: 3 Hours

Meeting Time: 6:00 to 10:00 on T

Location: Medtronic

Prerequisite: Admission into CMBA Program

Course Description: This course focuses on applying specific concepts of economics in the formulation of business strategy. Business strategy is the set of objectives and policies that collectively determine how a business unit, the firm, positions itself to generate wealth for its owners. The concepts, skills, and analytical tools that you will learn in this course rest upon a foundation of basic economic principles.

Disabilities or Special Needs: If you need course adaptations or accommodations because of a disability or special medical issue, please make an appointment with the instructor as soon as possible.

Instructor Information

Instructor: Jay Walker
Office: TBD
Office Hours: TBD
E-mail: jkwalker.econ@gmail.com
Ph #: 615-545-5647
Course documents: <https://umdrive.memphis.edu/jkwalkr1/public/>

Course Objectives

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 of the semester 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.

Textbook: Managerial Economics and Business Strategy. 6th edition. Baye, Michael
Optional text: Macroeconomics. 6th edition. Mankiw, Gregory (ISBN: 0716752379), I will discuss in class please wait to purchase until that time to be certain you purchase the correct text.

Grading Policies

Evaluation: Your course grade will be based on the following components:

Homework Assignments	40%
Presentation/Project	20%
Final Exam (Take home and in class)	40%

Grading scale is standard

90-100%	A
80-89.9%	B
70-79.9%	C
69.9% or lower	F

You should be able to expect 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 written summary to be submitted to me. Both are due during your cohort's usual class meeting time on December 8th, and I will give further guidance in class. More specific guidance will be given as time draws near in what to expect.

Teaching Approach and Problem Assignments: The course relies on two distinct teaching approaches: class discussions and lectures. I will also attempt to utilize group work during the course of the classes, the duration of a four hour class is difficult to withstand if I only lecture. Participation in class should result in a greater depth of cognition of the subject.

The assignments / problems are assigned a due date and ***NO LATE PROBLEMS ARE ACCEPTED.***

Honesty is critical in these assignments. There will be no tolerance for cheating, if it is discovered that there has been dishonest conduct during the tenure of the course I will follow the Christian Brothers University honors code of conduct in dealing with such matters. I encourage you to work in groups on assignments and in preparation for the final. If there are assignments which I expect you to do solely on your own, I will clearly state so in class.