

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

CMBA 602 Managerial Economics

Term: Summer 2009

Credit: 3 Hours

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

Location: CW212

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: 5:00 – 6:00 PM T/W or by appointment
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.
Readings distributed

Grading Policies

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

Homework Assignments	35%
Presentation/Project	25%
Final Exam (Take home and in class)	40%

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 during the week of July 13-17th, and I will give further guidance in class. As an instructor, it is difficult for me to offer a course without a final exam thus you will not be able to escape without some comprehensive of the material that has been covered. 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. Therefore participation by the class and my effort to try to engage you all more fully should result in a greater depth of cognition of the subject

Attendance, preparation, and participation are essential for this class to be value-adding. Attendance is expected, and a student who misses class for any reason other than a serious illness or a death in the family will impair his or her participation grade. Much of the learning in this course comes from class discussions. Learning opportunities are maximized when a student is actively engaged in the class discussion. Active engagement means that you are listening carefully to the comments of other students and seeking opportunities to make comments that move the class discussion forward.

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.