



Economics for Managers Undergraduate Course Information Guide

Course Number: **BADM 305**, 4 credits, 10 Weeks
Delivery Formats: **Online Async**

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Course Description

Economics for Managers is an important, relevant and real-time course for present and future managers of departments within companies, managers of small businesses, branch operations of a company and for those who support or oversee those managers. In the course you will learn market structures, the dynamics of supply and demand, pricing strategies, how to assess hiring and investment decisions, and current issues in the labor market such as equality of pay, unemployment and inflation. Case studies will consist of real companies in which managers face decisions about employee recruiting and retention, supply chain issues, stale merchandise, pricing strategies and cost/benefit investment decisions. Optional Zoom sessions each week will take on topics of behavioral economics and consumer behavior that is often contrary to what might be expected. These sessions are intended to be informative, interesting and fun.

Learning Outcomes

After completing this course, you will be able to:

- Articulate the relationship between supply and demand
- Differentiate between changes in demand and changes in quantity demanded
- Explain the substitution and income effects
- Explain price elasticity of demand and supply
- Identify consumer surplus and the relationship it has with the demand curve
- Identify producer surplus and the relationship it has with the supply curve
- Define implicit and explicit costs

- Discuss economies of scale
- Graphically illustrate a price-taking firm's profit-maximizing quantity of output
- Explain how the concept of time allocation is used to determine the decision to work
- Describe sources of wage disparities and discrimination in the labor market
- Understand how to measure, calculate, and interpret the unemployment rate
- Demonstrate your ability to perform a cost/benefit analysis on a management decision

Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bnccollege.com>, or through alternative sources.

Economics for Managers in Modules by Kristen L. Zaborski

To purchase the etext online go to this link and follow the instructions for purchasing an access code. The code will be your etext. <https://www.grlcontent.com/>.

Additional readings available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

Learning Deliverables

Chapter Quizzes: There are 26 chapter, or module, quizzes. They are intended to be a low risk tool for self-checking your understanding of the material.

Discussions: There are two discussion assignments in Modules 1 and 3.

Case Studies: Six case studies will be covered in the course. Each case is designed to apply the material studied to actual business environments. Students will increase their understanding of the topics studied through practical application of the material, concepts, and problem resolutions.

First exam: This exam will cover Chapters 1 - 10.

Final exam: This exam will cover Chapters 11 - 26.

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Assessment of Student Learning

Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Chapter Quizzes	10%
Discussions	10%
Case Studies	60%
First exam	10%
Final exam	10%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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Course Schedule

Week or Module Title or Theme	Readings / Learning Activities	Graded Assignments
Week 1, Module 1: Demand and Supply	E text Modules 1, 2 and 3	Introductions Module Quizzes Discussion 1

Week 2, Module 2: Market Equilibrium	E text Module 4	Module Quiz Case Study 1: Navy Pier T-Shirt Shop
Week 3, Module 3: Elasticity of Demand and Supply	E text Modules 5, 6 and 7	Module Quizzes Discussion 2
Week 4, Module 4: Surplus, Utility and Price Discrimination	E text Modules 8, 9 and 10	Module Quizzes First Exam (Modules 1- 10)
Week 5, Module 5: Production, Costs and Profits	E text Modules 11, 12, 13 and 14	Module Quizzes Case Study 2: Chicago Bears
Week 6, Module 6: Market Structures	E text Modules 15, 16, 17 and 18	Module Quizzes Case Study 3: Planet Fitness
Week 7, Module 7: The Labor Market and Marginal Productivity	E text Modules 19, 20 and 21	Module Quizzes Case Study 4: Birds Unlimited
Week 8, Module 8: Unemployment	E text Modules 22 and 23	Module Quizzes Case Study 5: Chicago Trucking Company
Week 9, Module 9: Inflation,	E text Modules 24, 25 and 26	Module Quizzes

Cost/Benefit Analysis		Case Study 6: A Windy City Remodeler
Week 10, Module 10: Final Test	Review Modules 11 - 26	Final Exam

Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

School of Continuing and Professional Studies

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