



**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.

Required Readings

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

Economics for Managers in Modules by Kristen L. Zaborski

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.

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Learning Deliverables

Chapter Quizzes: There is a quiz for each chapter. 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: There are 6 case studies.

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

Chapter Quizzes	10%
Discussions	5%
Case Studies	60%
First exam	10%
Final exam	15%

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 and Module Title	Readings	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	E text Modules 19, 20 and 21	Module Quizzes Case Study 4: Birds

Productivity		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 and 25	Module Quizzes
Week 10, Module 10: Cost/Benefit Analysis	E text Module 26	Module Quiz Case Study 6: A Windy City Remodeler

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

Suite 1400, Daley Building, 14 E. Jackson Blvd., Chicago
Website: <https://scps.depaul.edu/>

Office hours: 9:00 am - 5:00 pm, Monday-Friday.
Telephone: 312-362-8001. General Email: scps@depaul.edu
For Advising Assistance, call (312) 362-5445 or email scpsadvising@depaul.edu

This document was updated 7-1-21.

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