Course Prefix and Number: BUSI 510
Course Title: Managerial Economics

Catalog Description: Examination of the impact of the economic environment on business decision-making. Discussions focus on macro- and microeconomic topics with particular emphasis on marginal analysis and supply and demand considerations. Prerequisite: BUSI 508.

Text(s): The most current editions of the following:


Software: Microsoft Excel.

Course Objectives:
- To build managerial decision-making skills from use of case analysis.
- To explore economic theory and the tools of quantitative analysis for decision-making as related to a business setting.

Measurable Learning Outcomes:
- Apply the modern theory of market forces.
- Quantitatively analyze demand.
- Analyze pricing strategies for firms with market power.
- Evaluate the role of government in the marketplace.
- Explain the international dimension of managerial economics.

Topical Outline (major areas of coverage):
- The Fundamentals of Managerial Economics.
- Market Forces: Demand and Supply.
- Quantitative Demand Analysis: Demand Elasticity and Demand Estimation.
- The Theory of Individual Behavior.
- The Theory of Production.
- Market Structure.
• Game Theory.
• Pricing Strategies for Firms with Market Power.

All business administration courses include a written and oral presentation component.

Recommended maximum class size for this course: 15

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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