

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

ECO6140.E1 Managerial Economics
Winter 2026

PROFESSOR INFORMATION:

Name: Dr. Matthew Fowler
Phone Number: 972-279-6511 ext. 208
Email Address: **MFowler@amberton.edu**

COURSE INFORMATION:

ECO6140.E1 Managerial Economics

Level: Graduate

Beginning Date of Session: Saturday, December 6, 2025

Ending Date of Session: Thursday, February 26, 2026

Student access available to the Student Portal: Saturday, December 6, 2025.

Winter Holiday Break:

Saturday, December 20th, 2025, through Friday, January 2nd, 2026.

(Classes resume on Saturday, January 3rd, 2026)

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:

None

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: Managerial Economics
Author: Christopher Thomas
Publisher: McGraw-Hill
Year Published: 2020
Edition: 13th Edition
ISBN: 13: 9781260004755
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the *Publication Manual of the American Psychological Association*, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

The course presents the managerial economic approach to managerial decision-making known as marginal or incremental analysis. Topics include demand, cost and market structure analysis, the economics of pricing, practices of incentives, and analyst's tools used to evaluate supply and demand in an array of economic settings. Activities include discussion of core concepts, using the elasticity concept as a tool, and describing marginal productivity theory.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Discussing the economics of effective management.
2. Discussing the nature of supply and demand.
3. Describing the role of supply and demand in organizational behavior.
4. Recognizing the importance and nature of profits.
5. Using the elasticity concept as a tool of managerial analysis.
6. Discussing the relationship among price, price elasticity of demand, and changes in total revenue.
7. Describing the marginal productivity theory of labor and its implications for effectively utilizing human resources in an enterprise.
8. Relating the implications of production theory for cost theory.
9. Distinguishing between returns to a variable factor, returns to scale, and returns to scope.
10. Distinguishing between opportunity costs and historical costs.
11. Analyzing various economic factors that influence decision making by an organization.
12. Discussing the influence of market structure on a firm's behavior and performance.
13. Describing the model of perfect competition and its role as a benchmark in market structure and analysis.
14. Discussing the nature of monopoly, monopolistic competition, and oligopoly.
15. Relating pricing strategies to organizational behavior and profitability.
16. Describing pricing strategies for special cost and demand structures and in markets with intense competition.
17. Understanding how game theory is used by organizations in developing competitive strategies.
18. Discussing the economics of information including risk and uncertainty and consumer behavior, markets with asymmetric information and auction markets.
19. Describing the economic implications of various government regulations in the market place.
20. Exploring how AI models, such as machine learning algorithms, can predict supply and demand fluctuations and inform pricing strategies to improve profitability.
21. Evaluating the role of AI in assessing elasticity, marginal productivity, and market behavior, helping refine organizational decision-making and resource allocation.

ACQUIRED SKILLS:

1. Economic Decision-Making Analysis
2. Supply and Demand Applications
3. Strategic Thinking with Game Theory and Market Structures

COURSE POLICIES:

(I have specific guidelines regarding late submissions to ensure fairness and maintain academic standards. Discussion questions are a critical component of our course, with an initial response required by Monday and two peer responses due by the following Friday each week. It's important to note that late submissions for discussion questions will not be accepted under any circumstances, emphasizing the importance of timeliness in these interactive components of the course.

For written assignments, the due date is set at Friday 11:59pm each week. I understand that sometimes unforeseen circumstances can arise, so late submissions for these assignments will be accepted, but with a penalty. A deduction of 5% per day will be applied for each day the assignment is late. However, to maintain the integrity of the course timeline, no written assignments will be accepted if they are more than seven days late.

Examinations, including the midterm in Week Five and the final exam in Week 10, are critical assessments in this course. Late submissions for these exams are generally not permitted. However, in cases of extreme extenuating circumstances, students may request an exception. Such requests must be made in advance and

will require a discussion with me, the professor, to assess the situation. Approval for late exam submissions is not guaranteed and is contingent upon this discussion.

Lastly, in special cases, a grade of incomplete may be granted. To be eligible, students must have completed at least 70% of the coursework with a passing grade. Granting of an incomplete is a discretion that I hold as the professor and will be based on a careful consideration of the student's extenuating circumstances. This option is intended to provide flexibility while ensuring that the majority of the course requirements are met. This policy is designed to balance the need for structure with compassion for individual student circumstances, and I encourage all students to communicate proactively about any challenges they may face in meeting these deadlines

Student's Responsibilities

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Plagiarism Policy

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

In this economics course, students will engage in a variety of assignments designed to foster their understanding and application of economic principles. The first assignment type comprises discussion questions with peer interaction. These questions encourage critical thinking and analytical discussions on economic concepts while promoting collaboration among students. This peer interaction is essential for the exchange of diverse perspectives and the development of communication and reasoning skills.

Another integral component of the course involves written papers on economic topics. These papers require students to delve deeper into specific economic subjects, conduct research, and present their findings coherently in writing. This assignment not only hones their research skills and data analysis abilities but also encourages independent thinking and a deeper understanding of economic issues.

To assess students' progress, I will administer a midterm exam. This exam serves as a checkpoint to gauge their comprehension, retention, and application of economic theories and concepts learned in the first half of the course. It also allows students to practice time management and exam-taking skills, which are valuable in real-world scenarios.

Finally, to evaluate overall mastery of the course content, a final exam will be conducted. Covering material from the midterm to the end of the course, this exam assesses students' ability to synthesize information, apply economic principles to various scenarios, and demonstrate their knowledge and analytical skills. Final exams provide a thorough assessment of the learning outcomes and help students consolidate their learning.

These assignments collectively provide a well-rounded assessment of students' knowledge, skills, and abilities in economics. They align with various learning objectives, including critical thinking, research skills, communication, and mastery of economic concepts, ensuring a comprehensive and engaging learning experience for all participants.

Week	Topic	Assignment	Competencies Covered	Due Date
------	-------	------------	----------------------	----------

1	Chapter 1: Managers, Profits, and Markets; Chapter 2: Demand, Supply and Market Equilibrium	Discussion Question, Written Paper	1,2,3	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
2	Chapter 3: Marginal Analysis for Optimal Decisions; Chapter 4: Basic Estimation Techniques	Discussion Question, Written Paper	1,2,3,4	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
3	Chapter 5: Theory of Consumer Behavior; Chapter 6: Elasticity and Demand	Discussion Question, Written Paper	2,3,5,6	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
4	Chapter 7: Demand Estimation and Forecasting; Chapter 8: Production and Cost in the Short Run	Discussion Question, Written Paper	2,3,11,12, 15,16	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
5	Chapter 9: Production and Cost in the Long Run; Chapter 10: Production and Cost Estimation	Discussion Question, Midterm Exam	2,3,11,12, 15,16	Initial DQ Response by Monday, Peer Responses, Friday, Written Midterm due by Friday
6	Chapter 11: Managerial Decisions in Competitive Markets	Discussion Question, Written Paper	9, 10, 11, 12, 13, 14	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
7	Chapter 12: Managerial Decisions for Firms with Market Power; Chapter 13: Strategic Decision Making in Oligopoly Markets	Discussion Question, Written Paper	9, 10, 11, 12, 13, 14, 15, 16	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday

8	Chapter 14: Advanced Pricing Techniques; Chapter 15: Decisions under Risk and Uncertainty	Discussion Question, Written Paper	9, 10, 11, 12, 13, 14, 15, 16, 17	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
9	Chapter 16: Government Regulation of Business	Discussion Question, Written Paper	16, 17, 18, 19	Initial DQ Response by Monday, Peer Responses, Friday, Written Assignments due by Friday
10	Final Exam	Discussion Question, Final Exam	1-19	Initial DQ Response by Monday, Peer Responses, Friday, Written Final Exam due by THURSDAY

GRADING CRITERIA:

Assignment	Note	Points
Discussion Questions	50 Points x 10 Weeks	500
Written Papers	100 Points x 8 Weeks	800
Midterm Exam		100
Final Exam		100
	Total	1500

Graduate	
92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades

An “I” (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an “I” be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An “I” which is not properly removed within 30 days following the session enrolled will become an “F” grade.

How To Withdraw From a Course

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the “Schedule of Classes” (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton’s distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
 - Internet browser settings and configuration
 - e-mail and file attachments
 - Uploading and downloading files
 - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

Through the Amberton University Student Portal

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University’s main page (<http://www.Amberton.edu>) or at <http://apps.Amberton.edu>. After selecting the “Student Portal” link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

* Use your name exactly as it is listed on the University’s records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789
Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send an email to your professor.

Through the Amberton University Moodle Website

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

Moodle Tutorial:

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Email Communication

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789

Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: [LJones-Smith789](mailto:LJones-Smith789@my.Amberton.edu)) and your Amberton ID# (including the dashes) as the password.

If you already have a Google Gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal Gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

RESEARCH RESOURCES:

The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:

Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature

Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.

Microsoft Office 365 Education:

Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:

- Microsoft Word for document creation
- Excel for spreadsheets and data analysis
- PowerPoint for presentations
- OneNote for digital note-taking
- Microsoft Teams for collaboration
- Additional classroom tools to enhance your learning experience

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf

Google Workspace for Education:

All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:

- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions
- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work