Business Economics

I. General Information

- Course number: SCM 520
- Title: Business Economics
- Units: 3
- Prerequisites: Graduate Standing
- SCO Prepared by: Dr. Seiji Steimetz
- Date prepared: January 18, 2013

II. Catalog Description

Development of microeconomic analytic tools and their application to problems in business and management. Topics include unconstrained and constrained economic optimization, capital theory, product and factor markets, market structures, forecasting, and cost-benefit analysis. Letter grade only (A-F).

III. Curriculum Justifications

This course is designed to equip students with quantitative microeconomic tools and analysis to support managerial decision making and project valuation. It will also serve as a foundation for subsequent coursework that employs microeconomic analytic concepts. The course’s specific subject matter will coincide with the following CBA Graduate Learning Goals:

- Critical Thinking
- Quantitative & Technical Skills

IV. Course Objectives

The course objectives directly coincide with the CBA Graduate Learning Goals referenced in Section III. Specifically those objectives are:
Standard Course Outline

- Critical Thinking
  - Students will develop the skills necessary to critically evaluate a decision-making situation and identify an appropriate quantitative approach to support a particular decision.
  - Students will develop the skills required to identify relevant options available to decision makers for meeting specific managerial objectives.
  - Students will develop the ability to use economic reasoning in order to understand linkages between macroeconomic conditions, such as business cycles, and their impact on industries, firms, and the market structures in which they operate.

- Quantitative & Technical Skills
  - Students will develop the skills necessary to construct economic models that support managerial decision making.
  - Students will develop the skills necessary to identify and employ economic data in economic models that predict the impact of actions by competitors and the public sector on decision-making options.
  - Students will develop the quantitative and technical skills necessary for critically evaluating work produced by third-party analysts and consultants in support of decision making.
  - Students will develop the skills required to analyze decision-making opportunities in an uncertain and risky decision-making environment.

V. Outline of Subject Matter

Specific topics for this course will include:

- Unconstrained and Constrained Economic Optimization
- Capital Theory
- Product and Factor Markets
- Market Structures
- Economics and Business Forecasting
- Cost-Benefit Analysis and Project Valuation
VI. Methods of Instruction

Instructors should use appropriate instruction methods consistent with graduate-level presentation of the topics listed in Section V and with regard to the course objectives and learning goals outlined in Sections III and IV. Possible instruction methods include:

- Classroom Lecture and Discussion
- Problem Sets assigned as Homework
- Individual and In-Class Exercises using Spreadsheet Software
- Individual and/or Group Term Projects

There are no specific textbooks that must be used for this course. Assigned textbooks and supplemental reading material must, however, cover most or all of the topics outlined in Section V. The following is an example of an appropriate textbook:

- Samuelson, William and Stephen Marks. Managerial Economics. Wiley

VII. Instructional Policies Requirements

a) Instructional policies should be consistent with the course description stated in Section II, and should serve the course objectives listed in Section IV of this Standard Course Outline.

b) Instructors should enforce policies regarding to plagiarism, withdrawal, absences, etc., that are consistent with the University policies published in the CSULB Catalog. It is expected that every course will follow University policies on Attendance, Course Syllabi, Final Course Grades, Grading Procedures, Final Assessments, and Withdrawals. If some or all sections of the course are to be taught, in part or entirely, by distance learning in the future, the course must follow the provisions of PS 03-11, Academic Technology and the Mode of Instruction.

c) All sections of the course will have a syllabus that includes the information required by the syllabus policy adopted by the Academic Senate. Instructors will include information on how students may make up work for excused absences. When class participation is a required part of the course, syllabi will include information on how participation is assessed.

d) Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.