



Instructor: **Dr. Mariya Burdina**

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Office Hours: Mondays 9-10 am and Thursdays 1-2 pm on Zoom

INSTRUCTOR BIO

My name is **Dr. Burdina**, and I am your instructor for this course. I got my Ph.D in Economics from the University of Colorado at Boulder. My areas of academic research and interest include (but are not limited too) behavioral economics and economic pedagogy.

Outside of class, I enjoy cooking and eating, taking lots of pictures, traveling, and sometimes all three at the same time. I love to run, hike and camp. I have two wonderful kids, Elaine and Eli. Elaine is 10 and she wants to be an economist, but so far she refused to read economics textbooks. Eli is 7 and he wants to be a Lego designer.

Term Start: January 21, 2025

Term End: May 4, 2025

COURSE WEBSITE

- Canvas is our class website:
- Login using your University of Colorado Boulder identikey and password
<https://canvas.colorado.edu/>
- Under Course List, click "ECON 4705-581: Managerial Economics"

COURSE DESCRIPTION

This course is an application of microeconomic principles and tools to business problems faced by decision makers. This course examines decisions related to pricing, products and production, location of firms, vertical and horizontal integration, marketing, uncertainty, market structure, and government regulations and introduces key business communication, and accounting principles.

COURSE OBJECTIVES

By the end of the course you should be able to:

- Illustrate how microeconomic theory applies to business decisions.
- Apply the supply and demand model to managerial decisions.
- Demonstrate basic and advanced pricing techniques to increase economic profit.
- Apply the concepts of present value, net present value and future value to make managerial decision.
- Compare and contrast managerial decisions associated with different market structures.
- Discuss how antitrust policy and other regulations affect decision making.
- Explain how business managers make decisions about final products, production process, and location of the firm and how they make decisions under uncertainty and differing levels of information.
- Explain key business communication, and accounting principles.

- Use algebra, graphs, calculus, and spreadsheets as tools to make managerial economics.
- Evaluate business case studies and communicate those evaluations clearly and professionally.

COURSE PREREQUISITES

Requires prerequisite courses of ECON 3070 (Intermediate Microeconomic Theory) (minimum grade C-)

REQUIRED COURSE MATERIALS

Course Website: <https://canvas.colorado.edu/> (Canvas) Grades and any further additional readings will be posted on Canvas. Please check Canvas frequently for any relevant notifications/changes that may occur throughout the course.

Textbook (required): The Economics of Managerial Decisions with MyLab, 1st Edition (2019), by Blair and Rush, Pearson Publishing, ISBN 9780134184661.

- CU Book Access, CU Boulder's equitable access course materials program, provides degree-seeking undergraduate students access to all of their required course materials before the first day of class for a flat-rate price. **The cost of the program for the 2024-25 academic year will be \$269 (plus tax) per semester, fall and spring.**
- Materials in this program are provided in a digital first format on or before the first day of class via Canvas, CU Boulder's online learning platform. Should a particular class require print materials, students will receive an email letting them know they have a pick up at the CU Book Store or this information can be found on their My Course Materials tab in Canvas.
- *Note: The deadline to "opt out" of **CU Book Access** for the Spring 2025 semester is **Wednesday, January 29, 2025**. For information about CU Book Access, CU Boulder's equitable access course materials program that offers eligible students a flat-rate course materials purchasing option, please visit the following webpage: <https://www.cubookstore.com/bookaccess>.*
- If you would rather purchase just e-book with the access to MyLab, the cost through the bookstore is \$76 (plus tax).

SUPPLEMENTAL MATERIAL

Supplemental readings and other materials will be provided in Canvas system, via the CU Library electronic reserve, or by links to websites.

INSTRUCTIONAL METHODOLOGY AND DELIVERY

This course is delivered via distance education format using the CU Canvas system. The asynchronous format will use a combination of readings, online discussion, and other web-based resources. Asynchronous learning does not require real-time (or synchronous) interaction; instead, content is available online for you to access when it best suits your schedule, and assignments are completed prior to the deadlines listed in the schedule. You will interact with the instructor and other students using the communication functions provided by Canvas. You will submit assignments using Canvas, email, or through another online system.

There will be 14 modules corresponding to the 14 weeks of the course (1 module per week). You should proceed through one module per week, which will be comprised of readings from the course texts, supplemental class notes, graded discussion questions, homework and quizzes, exams, and various outside sources of information such as additional readings and video content, among other content.

COURSE OUTLINE

Review the separate weekly class schedule found on Canvas under "Syllabus" link.

CLASS PARTICIPATION

This course is designed to engage you mostly through exercises, however, there will also be class discussions on the topics covered in the course materials. It is important that you participate in class discussions to facilitate learning by other students and gain exposure to different viewpoints of other students in the class.

EVALUATION AND GRADING

Course grades will be determined by the completion of assignments, exams, and discussions, as shown below:

Assignment	Points per Assignment	Frequency	Number of assignments dropped	GRADE POINTS	GRADE PERCENTAGE
Lecture notes* (easy grade!)	10	11	1	100	10.0%
Quizzes*	10	11	1	100	10.0%
Homework*	20	11	1	200	20.0%
Case Study	100	1	0	100	10.0%
Practice Midterm Exam	25	1	0	25	2.5%
Proctored Midterm Exam	200	1	0	200	20.0%
Practice Final Exam	25	1	0	25	2.5%
Proctored Cumulative Final Exam	250	1	0	250	25.0%
Total				1000	100%

Keep a copy of all work created for the course, including work submitted through Canvas.

*The lowest grade of these assignments will be dropped. See below.

COURSE GRADING CRITERIA

Grade	Percentage Grade	Equivalent Points	Indicates
A	93-100	930–1000	Excellent
A-	90-92.99	900–929	
B+	87-89.99	870–899	
B	83-86.99	830–869	Above Average
B-	80-82.99	800–829	
C+	77-79.99	770–799	
C	73-77.99	730–769	Average
C-	70-72.99	700–729	
D+	67-69.99	670–699	
D	63-67.99	630–669	Below Average
D-	60-62.99	600–629	
F	0-59	600 or lower	Failure

There is +/- grading in this class.

POLICY ON DUE DATES

Each module you will complete a series of critical thinking questions that reflect material from the various delivery formats and required readings. It is your responsibility to turn in each assignment on the required date.

- **Late assignments are not accepted for exams. Lecture notes, Quizzes, and Homework can be turned in up to three days late.**
- **The grade penalty for his late work is they will be reduced by 10% for each day late.**

The exceptions that may be considered is due to sickness, university excused function, or circumstances beyond the students' control. The instructor reserves the sole right to determine what grounds constitutes a reasonable excuse for missing or submitting a late work assignment and the right to require the student to submit proper verification of such excuse.

USE OF AI

In general, you may use AI tools with a purpose of helping you learn. For example, if some of the concepts are not clear, you may ask your instructor for clarification (preferred by Dr. Burdina) or use AI tools to get further explanation. When it comes to assignments, it will be okay to use AI tools for some and NOT ALLOWED for the others. Please see description of each assignment to know when AI tools are permitted and when not. If in doubt, please check with Dr. Burdina (it's better to be safe than sorry). If gen AI tools usage is suspected for assignments where it was not allowed, I will follow up with you. I also reserve a right to contact Office of Student Conduct and report student Honor Code violations.

ASSIGNMENTS

Lecture notes (100 POINTS) – There will be eleven (11) 10-point lecture notes. Lecture notes are supplemental material to your readings. Template of the notes will be posted on Canvas, you will have to fill in the template with missing information and submit for evaluation. This assignment will help you study for the quizzes and homework assignments. **Gen AI tools are NOT allowed.**

Quiz (100 POINTS) – There will be eleven (11) 10-point quizzes. The quizzes will be a combination of multiple choice and calculation questions. The lowest one (1) quiz is dropped from the final grade calculation. These quizzes are designed to help you learn. You have unlimited attempts and no time restrictions. Please note that in order to receive a full grade for each attempt, you need to submit them before the deadline. **Gen AI tools are allowed** (but why? This is your opportunity to see how much you have learned. You have unlimited attempts, use this assignment to practice and check what you know).

Homework (200 POINTS) – There will be eleven (11) 20-point problem sets, discussion postings, mini-sims, writing assignments, analyses, or Excel spreadsheet exercises (or a combination). The lowest (1) homework is dropped from the final grade calculation. **Gen AI tools are NOT allowed unless specified.**

- Problem sets will be a combination of calculations, graphical analysis, and short answer questions.
- Excel spreadsheet exercises will require students to manipulate and interpret data related to the microeconomics of managerial decisions.

Final Case Study (100 POINTS) – There will be one Final Case Study. This assignment will have an individual and a team component. You will be an expert in one part of your case study and that will count for 80 individual points. The other 20 points will come from bringing the 3 parts together and communicating it. This Case Study will encompass most of what we have learned in the class.

- **Gen AI tools are partially allowed. See assignment description for more information.**

Practice exams (50 POINTS) – There will be two (2) practice exams, each worth 25 points. The questions will be a combination of multiple choice and calculations. These practice exams are not proctored and have unlimited attempts. They should provide you with a good idea on what kind of questions you can expect on your exam. **Gen AI tools are allowed** (but again, why? This is your time to practice. See how much you know!)

Proctored Exams (450 POINTS) – There will be two (2) proctored exams. The midterm exam is worth 200 points and the cumulative final exam is worth 250 points. The exams will be a combination of multiple choice, calculation, graphical analysis, short answer, and Excel spreadsheet questions. **Gen AI tools are NOT allowed.**

This course requires proctored examinations. Exams are proctored which will require planning on your part. Proctors are individuals who administer the exam process following the guidelines provided by University of Colorado Boulder to ensure academic integrity.

Who can be my proctor?

If you are in Boulder or nearby, you can take your exam:

1. At the Department of Economics. There is no cost for using this proctor. This option is only on selected days during the exam period.
2. At the **University Testing Center** on-campus in Boulder, CO. There may be a cost for using the testing center. This option is only available M-F during regular business hours.
3. With **Proctorio**. Online proctoring is a service that uses a webcam and microphone to ensure academic integrity. To use this service, you must have access to a computer with a webcam and a microphone. There will be a cost for using the online proctoring services. Please review [Proctorio Minimum System Requirements](#) to ensure you have the correct hardware and software to use this tool.

If you are outside of Boulder, you can take your exam:

1. At an **accredited college or university testing center** in your town or nearby. There may be a cost for using this testing center.
2. With **ProctorU or a comparable online proctoring service as determined by your instructor**. Online proctoring is a service that uses a webcam and microphone to ensure academic integrity. To use this service, you must have access to a computer with a webcam and a microphone. There will be a cost for using the online proctoring services.

Please see Canvas for detailed information about proctoring, including the contact information for the UTC, Proctorio, and a nationwide list of accredited college or university testing centers. If you are in a rural area or on a military base, you may need to be approved to use a person as a proctor and information is provided on Canvas for this approval process.

EXTRA CREDIT

There **may** be 30 points of extra credit available (= 3% of the course grade).

- Extra credit may be available during the semester for completing certain activities, such as listening and commenting on a podcast or solving practice exams. These extra credit opportunities will be determined by the instructor and announced on Canvas. Extra credit assignments will have hard deadline and no late submissions will be accepted.

COMMUNICATION

I take my role as your instructor very seriously, and, in fact, I care about how well you do in this course and that you have a satisfying, rewarding experience. To that end, it is our commitment to you to respond individually to the work you submit in this class and to return your work in a timely manner. If, however, due to unforeseeable circumstances, the grading of your work takes longer than the times I have listed here, I will keep you informed of my progress and make every effort to return your work with feedback as soon as I can. I want you to succeed. Do not hesitate to contact me any time you have questions.

- All e-mail sent to me should contain the following: **Course Name** and Number (i.e., ECON 4705), Your Name, Short Description of your question. I will respond to email within 12-24 hours, but usually within 4-6 hours. I always respond to email. If you have not had a response within 24 hours, I did not receive the email. Be sure to use your CU email address, I will not be able to respond to emails that are not official CU emails.

Office Hours: Mondays 9-10 am and Thursdays 1-2 pm (On Zoom) and by appointment

- **Zoom link:** <https://cuboulder.zoom.us/my/mburdina>

Course announcements: I will send you frequent reminders via **canvas email**. Please make sure to check your email on a regular basis so you don't miss important announcements, such as reminders, corrections, helpful hints, etc.

TUTORING

The Economics Department provides a free drop-in tutorial office which offers assistance on all core courses in the major, and occasionally on other undergraduate courses in the Department. Its website is <https://www.colorado.edu/economics/node/513/attachment>.

TECHNOLOGY SUPPORT

CU Boulder uses Canvas. Here is the list of recommended system requirements: [Canvas Computer Specifications Page](#)

Here is the detailed list of internet browsers in Windows, MacOS, iOS and Android: [Supported Browsers Page](#)

TECHNICAL SUPPORT

- Canvas technical support. If you are experiencing issues with Canvas please contact:
 - CU Boulder's Help desk at 303-735-4357 (5-HELP) or help@colorado.edu. 5-Help will answer your call: Monday through Friday from 7:30 a.m. to 7:00 p.m., Saturday and Sunday from noon to 6:00 p.m., Closed during [University Holidays](#)
 - On your computer, click the "help" (?) icon on the left side of Canvas, once logged in
 - Within the Canvas App, you can search the Canvas support guides, Report a Problem or chat with Canvas Support 24 hours a day, 7 days a week.

NETIQUETTE

All students should be aware that their behavior impacts other people, even online. I hope that we will all strive to develop a positive and supportive environment and will be courteous to fellow students and your instructor. Due to the nature of the online environment, there are some things to remember.

1. Always think before you write. In other words, without the use of nonverbals with your message, your message can be misinterpreted. So please think twice before you hit submit.
2. Keep it relevant. There are places to chat and post for fun everyday stuff. Do not stray from the discussion in the assigned questions.
3. Never use all caps. This is the equivalent of yelling in the online world. It is not fun to read. Only use capital letters when appropriate.
4. Make sure that you are using appropriate grammar and structure. In other words, I don't want to see anyone writing "R U" instead of "are you". There are people in the class that may not understand this type of abbreviation, not to mention it does nothing to help expand your writing and vocabulary skills. Emoticons are fine as long as they are appropriate. A smile 😊 is welcome, anything offensive is not.
5. Treat people the same as you would face-to-face. In other words, it is easy to hide behind the computer. In some cases, it empowers people to treat others in ways they would not in person. Remember there is a person behind the name on your screen. Treat all with dignity and respect and you can expect that in return.
6. Respect the time of others. This class is going to require you to work in groups. Learn to respect the time of others in your group and your experience will be much better. Always remember that you are not the only person with a busy schedule, be flexible. Do not procrastinate! You may be one that works best with the pressures of the deadline looming on you, but others may not be that way. The same is true for the reverse. The key to a successful group is organization, communication and a willingness to do what it takes to get it done.

Website: <http://www.albion.com/netiquette/corerules.html>

Compiled by Melissa Landin, Instructor, Dept. of Communication, Inver Hills Community College,
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CLASSROOM BEHAVIOR

Students and faculty are responsible for maintaining an appropriate learning environment in all instructional settings, whether in person, remote, or online. Failure to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with race, color, national origin, sex, pregnancy, age, disability, creed, religion, sexual orientation, gender identity, gender expression, veteran status, political affiliation, or political philosophy.

For more information, see the [classroom behavior policy](#), the [Student Code of Conduct](#), and the [Office of Institutional Equity and Compliance](#).

REQUIREMENTS FOR INFECTIONS DISEASE

Members of the CU Boulder community and visitors to campus must follow university, department, and building health and safety requirements and all applicable campus policies and public health guidelines to reduce the risk of spreading infectious diseases. If public health conditions require, the university may also invoke related requirements for student conduct and disability accommodation that will apply to this class.

If you feel ill and think you might have COVID-19 or if you have tested positive for COVID-19, please stay home and follow the [guidance of the Centers for Disease Control and Prevention \(CDC\) for isolation and testing](#). If you have been in close contact with someone who has COVID-19 but do not have any symptoms and have not tested positive for COVID-19, you do not need to stay home but should follow the [guidance of the CDC for masking and testing](#).

ACCOMMODATION FOR DISABILITIES, TEMPORARY MEDICAL CONDITIONS, AND MEDICAL ISOLATION

If you qualify for accommodations because of a disability, please submit your accommodation letter from Disability Services to your faculty member in a timely manner so that your needs can be addressed. Disability Services determines accommodations based on documented disabilities in the academic environment. Information on requesting accommodations is located on the [Disability Services website](#). Contact Disability Services at 303-492-8671 or dsinfo@colorado.edu for further assistance. If you have a temporary medical condition, see [Temporary Medical Conditions](#) on the Disability Services website.

If you have a required medical isolation for which you require adjustment, please contact your instructor as soon as possible to discuss necessary accommodations.

PREFERRED STUDENT NAMES AND PRONOUNS

CU Boulder recognizes that students' legal information doesn't always align with how they identify. Students may update their preferred names and pronouns via the student portal; those preferred names and pronouns are listed on instructors' class rosters. In the absence of such updates, the name that appears on the class roster is the student's legal name.

HONOR CODE

All students enrolled in a University of Colorado Boulder course are responsible for knowing and adhering to the [Honor Code](#). Violations of the Honor Code may include but are not limited to: plagiarism (including use of paper writing services or technology [such as essay bots]), cheating, fabrication, lying, bribery, threat, unauthorized access to academic materials, clicker fraud, submitting the same or similar work in more than one course without permission from all course instructors involved, and aiding academic dishonesty.

HONOR CODE

"On my honor, as a University of Colorado Boulder student
I have neither given nor received unauthorized assistance."

All incidents of academic misconduct will be reported to Student Conduct & Conflict Resolution: honor@colorado.edu, 303-492-5550. Students found responsible for violating the [Honor Code](#) will be assigned resolution outcomes from the Student Conduct & Conflict Resolution as well as be subject to academic sanctions from the faculty member. Visit [Honor Code](#) for more information on the academic integrity policy.

SEXUAL MISCONDUCT, DISCRIMINATION, HARASSMENT AND/OR RELATED RETALIATION

CU Boulder is committed to fostering an inclusive and welcoming learning, working, and living environment. University policy prohibits [protected-class](#) discrimination and harassment, sexual misconduct (harassment, exploitation, and assault), intimate partner violence (dating or domestic violence), stalking, and related retaliation by or against members of our community on- and off-campus. These behaviors harm individuals and our community. The Office of Institutional Equity and Compliance (OIEC) addresses these concerns, and individuals who have been subjected to misconduct can contact OIEC at 303-492-2127 or email cureport@colorado.edu. Information about university policies, [reporting options](#), and [support resources](#) can be found on the [OIEC website](#).

Please know that faculty and graduate instructors must inform OIEC when they are made aware of incidents related to these policies regardless of when or where something occurred. This is to ensure that individuals impacted receive outreach from OIEC about resolution options and support resources. To learn more about reporting and support for a variety of concerns, visit the [Don't Ignore It page](#).

RELIGIOUS ACCOMMODATIONS

Campus policy requires faculty to provide reasonable accommodations for students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. Please communicate the need for a religious accommodation in a timely manner. Because of the flexibility of timing of completion of assignments in this class, you must contact the instructor in at least two weeks in advance if you anticipate a religious holiday may impact your completion of coursework.

See the [campus policy regarding religious observances](#) for full details.

MENTAL HEALTH AND WELLNESS

The University of Colorado Boulder is committed to the well-being of all students. If you are struggling with personal stressors, mental health or substance use concerns that are impacting academic or daily life, please contact [Counseling and Psychiatric Services \(CAPS\)](#) located in C4C or call (303) 492-2277, 24/7.

Free and unlimited telehealth is also available through [Academic Live Care](#). The Academic Live Care site also provides information about additional wellness services on campus that are available to students.