



JWI 515: Managerial Economics

Course Guide

MISSION

Some of you may believe that Economics is boring, irrelevant, hard to understand, and a plain old waste of time. Don't believe the hype! This course will bust those myths.

Economics is not, in fact, boring — but it needs to be taught in a way that connects economic concepts to your real-world experience. The real reason that economics is not boring or irrelevant, though, is because understanding economics is the key to winning: as an individual, as a business leader, and as a nation. By the end of this course, you will understand the ways your business is connected to the economy, both locally and globally.

Managerial Economics teaches you to make informed decisions, as a strategic and well-informed leader, at the individual, company, and market levels, in the face of multiple constraints, such as scarce resources, pricing pressures, and global competition.

COURSE DESCRIPTION

Everyone wants to win. People, businesses, and countries can win - or they can lose - based on their ability to discern and navigate economic forces. This course will provide you with a robust understanding of economics from a macro and micro perspective, as well as practice in using analytical economic tools. Specifically, you will learn how to interpret economic indicators, position your company advantageously in different economic environments, drive growth, and make business decisions that are both strategic and smart. You will investigate drivers of economic cycles, analyze supply and demand, create profit optimization strategies, and study the market structures and competitive forces that shape your business environment. The primary emphasis will be on understanding and applying economic concepts to real situations, and the implications of analysis on managerial decision-making.

INSTRUCTIONAL MATERIALS

Required Resources

Frakt, A & Piper, M. (2014). *Microeconomics Made Simple*. Simple Subjects.

Welch, J & Welch, S. (2015). *The Real-Life MBA*. New York. HarperCollins.

Wall Street Journal

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JWI 515: Managerial Economics

Course Guide

COURSE LEARNING OUTCOMES

1. Identify determinants of macroeconomic conditions, causes of business cycles, and interactions of monetary and financial markets within the real economy.
2. Develop strategies for driving growth in all economic environments.
3. Assess supply, demand, utility, and price elasticity to make strategic business decisions.
4. Develop price discrimination strategies to maximize profits.
5. Analyze and describe industry and market structure to maximize competitive advantage.
6. Evaluate internal and external risks and techniques for managing risks.
7. Apply economic reasoning to solve real-world business problems.
8. Use technology and information resources to research managerial economics issues.
9. Write clearly and concisely about managerial economics using proper writing mechanics.

CONTACT INFORMATION FOR PROBLEMS OR ISSUES

- Have a **curriculum-related** question? Contact your instructor for assistance.
- Have a **technology-related** question? Contact JWMI Tech Support at (888) 596-5964 x3 or techsupport@jwmi.com.
- Have a **student services-related** question? Contact Student Services at (703) 561- 2128 or stusupport@jwmi.com.

COURSE STRUCTURE

Week	Topics
1. Why Study Economics	To start off the course, we explore why an understanding of economic ideas can benefit you. You will discover how an ability to follow changes in the business environment and to forecast future challenges and opportunities can make you a better leader. This week, you select a product or service and an overseas target country for Assignment 1.
2. Economic Indicators	This week, you explore how economic factors that affect consumer purchases and business operations are tracked and recorded. You learn where to find this data and how following business trends can help you to make more effective business decisions. This week you start gathering macroeconomic data, using the GUIDES worksheet.

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JWI 515: Managerial Economics

Course Guide

Week	Topics
3. GDP and Business Cycles	This week, you learn about some key macroeconomic Indicators, such as GDP, inflation, exchange rates, and interest rates. You also examine the nature of the business cycle and how it cycles between growth and contraction. This week you finish collecting macroeconomic data and submit your GUIDES worksheet as Assignment 1.
4. Fiscal Policy and the Fed	Government policy and regulations have a major impact on your business. This week, you learn why and how the Government intervenes in the marketplace through tools such as the money supply, taxes, and subsidies. We explore how policy is formed and regulations enforced through agencies such as the Federal Reserve and the Treasury.
5. Supply and Demand	At this point, the focus of the course shifts from macroeconomics to microeconomics. You delve into the concepts of supply and demand and learn about the effects on consumer demand of market factors such as utility. This week, you will write an executive brief, with recommendations based on real-world data, and submit it as Assignment 2.
6. Competition and Pricing Practices	This week, you learn about the concepts of perfect and imperfect competition and explore market structures such as monopolies and oligopolies. You examine the business tool of price discrimination and learn how flexible pricing practices can be used to increase sales and to improve your company's competitive edge.
7. Consumer Behavior	As a consumer yourself, you know that emotions, such as desires and expectations, influence purchasing decisions. This week, you study and discuss the customer buying experience and explore how it relates to the economic concept of price elasticity. At this time, you will write and submit a memo about your pricing strategy as Assignment 3.
8. Sustainability and Social Impact	Companies are increasingly aware of the effects they have on their communities and the environment. Their customers and the media hold them to account for their social impact and the sustainability of their business practices. This has become a major factor in decision-making for many leaders. This week, you explore this topic and discuss an example of a company trying to be proactive about its social and environmental footprint.
9. Global Trade and Tariffs	This week, we take a look at economics from an international perspective, and consider the implications of globalization for businesses. We see how governments manage trading relationships and use monetary instruments such as tariffs to protect their own economy. This week, you submit your final paper, Assignment 4, an Industry and Company Analysis.
10. What I Know Now	In the final week, we return to the question of how studying economics can benefit you. You will study how business leaders use awareness of economic trends and data to make better business decisions. You will discuss ideas about the future of economics and reflect on how your learning from the course can help you to grow as a leader.



JWI 515: Managerial Economics

Course Guide

OUR APPROACH

We approach the study of Managerial Economics in this course from a practical perspective that is designed to be applicable for all students. At the beginning of the course, you will select an overseas country — from a list of options — to be the focus of all your major assignments. Then, based on the company where you currently work, you will select one of their products or services that could be exported to an overseas market.

- In Assignment 1, using a worksheet provided by JWMI, you will collect data related to your home country, your chosen overseas country, your company, and the product or service you have selected.
- In Assignment 2, you will use the data that you have collected to assess the pros and cons of expansion into the overseas market.
- In Assignment 3, you will design new pricing techniques for your company's product or service.
- In Assignment 4, you build and expand on your previous research to create a report that presents an industry and company analysis for your business.

To ensure that the course topics flow and provide you with real tools, we use three primary activities:

1. **Assignments:** these are based on your own company (or a company that interests you) and its products or services. Through guided research, in Assignments 1 and 2, you will assess the pros and cons of expanding into an overseas market. In Assignment 3, you will explore different pricing techniques that can improve your company's competitiveness. Finally, in Assignment 4, you will analyze the economic outlook for your company and its industry.
2. **Discussion Questions:** these are designed to explore key topics and concepts in Economics, and to allow you to exchange information and ideas with your peers in the course.
3. **Knowledge Checks:** these two short quizzes are designed to reinforce your learning on key terms and concepts in both Macroeconomics and Microeconomics.
4. **Learning Journal:** this provides an opportunity to reflect on your learning from this course and relate it to your own experience.



JWI 515: Managerial Economics

Course Guide

WEEKLY COURSE SCHEDULE

This 4.5 credit-hour Masters-level course is designed with the goal of having each student spend 10-15 hours (13.5 hours on average) in weekly work. This includes preparation, activities, discussions, and assignments; live or online; individual or in groups.

Week	Preparation, Activities, and Evaluation
1	<p>WHY STUDY ECONOMICS?</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand how wealth is created and what drives economic growth▪ Explore the history of money in human society and trading▪ Learn how an understanding of economics benefits business leaders <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 1 Lecture Notes▪ A Concise Guide to Macro Economics, Chapter 2: <i>Money</i> (PDF)▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ Discussion: <i>Introduction and Drivers of Growth</i>▪ Download and save the GUIDES worksheet for Assignment 1 <p>Assignments</p> <ul style="list-style-type: none">▪ None

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JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
2	<p>ECONOMIC INDICATORS</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Define economic indicators and understand their value for business leaders▪ Take an open book quiz to review key terms and concepts in economics▪ Learn how to collect useful economic data using the GUIDES Worksheet <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 2 Lecture Notes▪ HBP, “GUIDES: Insight through Indicators”, pp. 1-8▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ GUIDES worksheet: Work on sections G, U, and I▪ Discussion: <i>GUIDES Data Analysis</i>▪ Knowledge Check 1 <p>Assignments</p> <ul style="list-style-type: none">▪ None



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
3	<p>GDP AND BUSINESS CYCLES</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand the importance of GDP and Unemployment rates▪ Learn about the significance of Inflation, Interest rates, and Exchange rates▪ Examine the nature of business cycles and learn about the drivers behind them <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 3 Lecture Notes▪ A Concise Guide to Macro Economics, Chapter 1: <i>Output</i> (PDF)▪ The Real-Life MBA, Chapter 3: <i>You Gotta Have Growth</i>▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ GUIDES worksheet: Work on sections D, E, and S▪ Discussion: <i>GUIDES Data Analysis</i> <p>Assignments</p> <ul style="list-style-type: none">▪ Assignment 1: GUIDES worksheet (Weight: 10% of Course Grade)



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
4	<p>FISCAL POLICY AND THE FED</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand why and how governments enact fiscal policy▪ Evaluate the influence of expectations on market economies▪ Explore the role of the Federal Reserve and the Treasury <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 4 Lecture Notes▪ A Concise Guide to Macro Economics, Chapter 3: <i>Expectations</i> (PDF)▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ Discussion: <i>Activities of the Fed</i> <p>Assignments</p> <ul style="list-style-type: none">▪ None

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JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
5	<p>SUPPLY AND DEMAND</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand the concepts of Supply and Demand, Utility, and Equilibrium▪ Learn about market factors that cause changes in supply and demand▪ Discuss factors affecting supply and demand for your chosen product or service <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 5 Lecture Notes▪ Microeconomics Made Simple:<ul style="list-style-type: none">○ Chapter 1: <i>Maximizing Utility</i>○ Chapter 3: <i>Demand</i>○ Chapter 4: <i>Supply</i>○ Chapter 5: <i>Equilibrium</i>▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Discussion Question: <i>Supply and Demand</i> <p>Assignments</p> <ul style="list-style-type: none">▪ Assignment 2: Executive Brief (Weight: 14% of Course Grade)



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
6	<p>COMPETITION AND PRICING PRACTICES</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand types of Competition and the market structures that support them▪ Explore how companies make decisions about product and service pricing▪ Discuss market structures in relation to your company and its customers <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 6 Lecture Notes▪ Microeconomics Made Simple:<ul style="list-style-type: none">• Chapter 8: <i>Perfect Competition</i>• Chapter 9: <i>Monopoly</i>• Chapter 10: <i>Oligopoly</i>• Chapter 11: <i>Monopolistic Competition</i>▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ Review section on Price Discrimination in <i>Economics Toolkit</i>▪ Discussion: <i>Market Structures</i> <p>Assignments</p> <ul style="list-style-type: none">▪ None



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
7	<p>CONSUMER BEHAVIOR</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand the role of emotions versus rationality in purchasing decisions▪ Explore the connections between pricing strategy and consumer behavior▪ Use price elasticity and the customer experience to assess a product or service <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 7 Lecture Notes▪ Microeconomics Made Simple:<ul style="list-style-type: none">○ Chapter 6: <i>Government Intervention</i>▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ Discussion: <i>Consumer Emotions and Price Elasticity</i> <p>Assignments</p> <ul style="list-style-type: none">▪ Assignment 3: Price Discrimination Memo (Weight: 14% of Course Grade)



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
8	<p>SUSTAINABILITY AND SOCIAL IMPACT</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand why customers value sustainable and socially responsible practices▪ Examine how sustainability and social impact outcomes in business are measured▪ Discuss and assess a company that claims to be sustainable or socially responsible <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 8 Lecture Notes▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ Discussion: <i>Sustainability, Social Impact, and the Bottom Line</i>▪ Knowledge Check #2 <p>Assignments</p> <ul style="list-style-type: none">▪ None



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
9	<p>GLOBAL TRADE AND TARIFFS</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand the impacts of globalization on business cycles and operations▪ Explore the role and effects of tariffs on both exporters and importers▪ Discuss the significance of globalization for your company and industry <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Week 9 Lecture Notes▪ The Real-Life MBA, Chapter 4: <i>Globalization: It's Complicated</i>▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Discussion: <i>The Pitfalls of Globalization</i> <p>Assignments</p> <ul style="list-style-type: none">▪ Assignment 4: Industry and Company Analysis (Weight: 25% of Course Grade)



JWI 515: Managerial Economics

Course Guide

Week	Preparation, Activities, and Evaluation
10	<p>WHAT I KNOW NOW</p> <p>Learning Outcomes</p> <ul style="list-style-type: none">▪ Understand how business leaders use economics to make better decisions▪ Discuss the future of economics and its impact on you as a business leader▪ Reflect on how your learning from this course can enhance your leadership <p>Weekly Materials and Readings</p> <ul style="list-style-type: none">▪ Microeconomics Made Simple:<ul style="list-style-type: none">• <i>Conclusion</i>▪ Additional resources in the Weekly Materials module in Blackboard <p>Activities</p> <ul style="list-style-type: none">▪ Watch EOP Videos▪ Discussion: <i>The Future of Economics</i>▪ Learning Journal: <i>Learn Today, Apply Tomorrow</i> <p>Assignments</p> <ul style="list-style-type: none">▪ None
11	<p>Activities</p> <ul style="list-style-type: none">▪ Learning Journal: <i>Reflection</i>



JWI 515: Managerial Economics

Course Guide

GRADING SCALE – GRADUATE

Assignment	% of Grade
Assignment 1: GUIDES Worksheet	10%
Assignment 2: Executive Brief	14%
Assignment 3: Price Discrimination Memo	14%
Assignment 4: Industry and Company Analysis	25%
Knowledge Checks	8%
Discussion Questions	25%
Learning Journal	4%
Total	100%



JWI 515: Managerial Economics

Course Guide

Assignment 1: GUIDES Worksheet (Weight: 10%)

Due by Sunday, Midnight of Week 3

Overview

In Assignment 1, you will learn how to collect economic data, using Economic Indicators that are readily available to consumers online. Economic Indicators are key statistics or metrics used to study the status of the overall economy, industry segments, and specific companies. To help you learn how Economic Indicators work, JWMI has created a worksheet, called GUIDES, which will take you step by step through the process of collecting the data needed for Assignment 1.

You will use the worksheet provided in your course to research key economic information about TWO countries: a target country that you select and your home country. The target country is a potential overseas location for your current company (or a company of interest) to expand its business, using **one** of the following strategies:

- Entering into a new market in the target country; **or**
- Increasing the size of an existing division located in the target country; **or**
- Adding a new product or service to an existing division located in the target country.

For most students, your home country is the United States, but for international students, it is your country of residence. Exceptions are possible if you have a unique situation – contact your Professor.

Use your current company and its industry for context. If your company is not currently operating globally, imagine that it is considering entry into one of the markets below. It is your task to assess the economic conditions in relation to your company's unique profile and needs, so as to assess whether expansion into the potential overseas market makes sense for your business.

Choose ONE of the following countries as the target country for this assignment:

- | | |
|------------|------------------|
| • Bahrain | • India |
| • Brazil | • Mexico |
| • Chile | • Russia |
| • Ethiopia | • South Africa |
| • Germany | • South Korea |
| • Hungary | • Thailand |
| • Ireland | • Turkey |
| • Japan | • United Kingdom |



JWI 515: Managerial Economics

Course Guide

Instructions

Download and save your GUIDES worksheet in Week 1. Complete the entries in the six sections of the GUIDES worksheet during Weeks 2 and 3. As an optional exercise, feel free to add economic indicators that are relevant to your industry. All the required data can be found on the Trading Economics and/or the additional websites below:

- Access the Trading Economics website at: <http://www.tradingeconomics.com>
- Access the World Factbook website at: <https://www.cia.gov/the-world-factbook/>
- Access the Federal Reserve (FRED) website at: <https://fred.stlouisfed.org/>

TIP: To locate Economic Indicators not found on the Trading Economics website main landing page, click the *INDICATORS* drop-down menu at the top of the page, to see the full list of available Indicators.

Week 1:

Download and save your GUIDES worksheet:

- Review the instructions for Assignment 1
- Download and save your GUIDES worksheet as an *MS Word* document
- Use this format for your filename: LastName_FirstName_JWI515_GUIDES_Worksheet.docx
e.g. Doe_John_JWI515_GUIDES_Worksheet.docx

Week 2:

Complete the following sections of the GUIDES worksheet:

- Section G (GDP & Growth)
- Section U (Unemployment & Utilization)
- Section I (Inflation & Interest rates)

Week 3:

Complete the following sections of the GUIDES worksheet:

- Section D (Debt & Deficits)
- Section E (External balances & Exchange rates)
- Section S (Savings & Investment)

Submit your completed GUIDES worksheet document (All Sections – G, U, I, D, E, and S) in Week 3.



JWI 515: Managerial Economics

Course Guide

RUBRIC: Assignment 1: GUIDES Worksheet

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
1. Complete the GUIDES Worksheet: Section G Weight: 15%	Section G is not submitted or the data does not reflect accurate information. The student demonstrates no understanding as to whether or not the Indicators are representative of Economic health.	Section G is partially complete and/or the information is not always accurate. The student demonstrates minimal understanding as to whether or not the Indicators are representative of Economic health.	Section G is satisfactorily complete. The information is mostly accurate. The trend description is mostly adequate. The student can identify in a majority of cases whether or not the Indicators are representative of Economic health.	Section G is complete. The information is accurate. The trend descriptions contain mostly relevant, helpful information. The student is mostly able to accurately determine whether or not the Indicators are representative of Economic health.	Section G is exemplarily completed. The information is accurate, complete, and provides concise details that accurately describe the economic trends. The student is always - or almost always - able to accurately determine whether or not the Indicators are representative of Economic health.
2. Complete the GUIDES Worksheet: Section U Weight: 15%	Section U is not submitted or the data does not reflect accurate information. The student demonstrates no understanding as to whether or not the Indicators are representative of Economic health.	Section U is partially complete and/or the information is not always accurate. The student demonstrates minimal understanding as to whether or not the Indicators are representative of Economic health.	Section U is satisfactorily complete. The information is mostly accurate. The trend description is mostly adequate. The student can identify in a majority of cases whether or not the Indicators are representative of Economic health.	Section U is complete. The information is accurate. The trend descriptions contain mostly relevant, helpful information. The student is mostly able to accurately determine whether or not the Indicators are representative of Economic health.	Section U is exemplarily completed. The information is accurate, complete, and provides concise details that accurately describe the economic trends. The student is always - or almost always - able to accurately determine whether or not the Indicators are representative of Economic health.
3. Complete the GUIDES Worksheet: Section I Weight: 15%	Section I is not submitted or the data does not reflect accurate information. The student demonstrates no understanding as to whether or not the Indicators are representative of Economic health.	Section I is partially complete and/or the information is not always accurate. The student demonstrates minimal understanding as to whether or not the Indicators are representative of Economic health.	Section I is satisfactorily complete. The information is mostly accurate. The trend description is mostly adequate. The student can identify in a majority of cases whether or not the Indicators are representative of Economic health.	Section I is complete. The information is accurate. The trend descriptions contain mostly relevant, helpful information. The student is mostly able to accurately determine whether or not the Indicators are representative of Economic health.	Section I is exemplarily completed. The information is accurate, complete, and provides concise details that accurately describe the economic trends. The student is almost always able to accurately determine whether or not the Indicators are representative of Economic health.



JWI 515: Managerial Economics

Course Guide

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. Complete the GUIDES Worksheet: Section D</p> <p>Weight: 20%</p>	Section D is not submitted or the data does not reflect accurate information. The student demonstrates no understanding as to whether or not the Indicators are representative of Economic health.	Section D is partially complete and/or the information is not always accurate. The student demonstrates minimal understanding as to whether or not the Indicators are representative of Economic health.	Section D is satisfactorily complete. The information is mostly accurate. The trend description is mostly adequate. The student can identify in a majority of cases whether or not the Indicators are representative of Economic health.	Section D is complete. The information is accurate. The trend descriptions contain mostly relevant, helpful information. The student is mostly able to accurately determine whether or not the Indicators are representative of Economic health.	Section D is exemplarily completed. The information is accurate, complete, and provides concise details that accurately describe the economic trends. The student is always - or almost always - able to accurately determine whether or not the Indicators are representative of Economic health.
<p>5. Complete the GUIDES Worksheet: Section E</p> <p>Weight: 20%</p>	Section E is not submitted or the data does not reflect accurate information. The student demonstrates no understanding as to whether or not the Indicators are representative of Economic health.	Section E is partially complete and/or the information is not always accurate. The student demonstrates minimal understanding as to whether or not the Indicators are representative of Economic health.	Section E is satisfactorily complete. The information is mostly accurate. The trend description is mostly adequate. The student can identify in a majority of cases whether or not the Indicators are representative of Economic health.	Section E is complete. The information is accurate. The trend descriptions contain mostly relevant, helpful information. The student is mostly able to accurately determine whether or not the Indicators are representative of Economic health.	Section E is exemplarily completed. The information is accurate, complete, and provides concise details that accurately describe the economic trends. The student is always - or almost always - able to accurately determine whether or not the Indicators are representative of Economic health.
<p>6. Complete the GUIDES Worksheet: Section S</p> <p>Weight: 15%</p>	Section S is not submitted or the data does not reflect accurate information. The student demonstrates no understanding as to whether or not the Indicators are representative of Economic health.	Section S is partially complete and/or the information is not always accurate. The student demonstrates minimal understanding as to whether or not the Indicators are representative of Economic health.	Section S is satisfactorily complete. The information is mostly accurate. The trend description is mostly adequate. The student can identify in a majority of cases whether or not the Indicators are representative of Economic health.	Section S is complete. The information is accurate. The trend descriptions contain mostly relevant, helpful information. The student is mostly able to accurately determine whether or not the Indicators are representative of Economic health.	Section S is exemplarily completed. The information is accurate, complete, and provides concise details that accurately describe the economic trends. The student is always - or almost always - able to accurately determine whether or not the Indicators are representative of Economic health.



JWI 515: Managerial Economics

Course Guide

Assignment 2: Executive Brief (Weight: 14%)

Due by Sunday, midnight of Week 5

Instructions

In Assignment 2, you will analyze the data collected in your GUIDES Worksheet. Now that you have researched the economic conditions of the target country, using the Indicators and other resources, you are ready to make a recommendation. You will present your conclusions and proposed next steps in an Executive Brief of three to four pages. In this document, you summarize your key findings, recommend a course of action, and provide a rationale for your proposal. Your home country data is an important benchmark for interpreting the data on the target country which you have been researching.

As an Executive Brief is a succinct business communication, it is helpful to make notes on your ideas and work through your recommendation before writing the final document. To prepare in this way, examine your data from Assignment 1 and make notes, using the prompts in the **Sample Outline** provided at the end of the Instructions. When you are ready to proceed with writing your Executive Brief, use the same **Sample Outline** to structure the sections of your Executive Brief document.

Note: Use this format for your filename: LastName_FirstName_JWI515_Exec_Brief.docx

e.g. Doe_John_JWI515_GUIDES_Worksheet.docx

Professional Formatting Requirements

- Typed, double-spaced, professional font (size 10-12), include headings and subheadings, with one-inch margins on all sides
- In place of a Cover page, place the heading below at the top of Page One of your Executive Brief:
 - TO: *Insert Professor's Name*
 - FROM: *Insert Your Name*
 - DATE: *Insert Date Submitted*
 - RE: Managerial Economics 515 – Assignment 2 – Executive Brief
- Include a References page that enables the reader to locate original sources. Application and analysis of course materials and resources are expected, and additional research is welcome
- The References page is not included in the required length of three to four pages



JWI 515: Managerial Economics

Course Guide

Executive Brief - Sample Outline

Use the following Outline of sections to organize the body of your Executive Brief. Use the underlined headings as section headings in your memo. Use the prompts in each section to make sure you include the required content.

TO: *Your Instructor*
FROM: *Your Name*
DATE: *Submittal Date*
RE: Managerial Economics 515 – Assignment 2 – Executive Brief

Introduction (Address the following)

Specify your home country, target country, company and the industry it operates in
Give an overview of the task you have done researching Indicators and explain its purpose

Target Country Economic State (Address the following)

Describe the overall economic health and business trends of your target country
What three Indicators were key in assessing the target country's economic health? Why?
What stage of the business cycle is your industry in for the target country?
What does this data imply for growth opportunities for your company in the target country?

Recommendation (Address the following)

Choose **ONE** of the following options to recommend:

- Enter new market in target country
- Do Not enter new market in target country
- Expand existing market presence in target country
- Plan for withdrawal from the target country's market

Briefly explain the rationale for your recommendation, with reference to your research

What two Indicators were key in assessing the business outlook for your company and its industry in the target country? Why?

References



JWI 515: Managerial Economics

Course Guide

RUBRIC: Assignment 2: Executive Brief

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
1. Describe the overall economic health and business trends of your target country. Weight: 20%	Does not describe the overall economic health and/or business trends of the target country.	Partially describes the overall economic health and business trends of the target country.	Satisfactorily describes the overall economic health and business trends of the target country.	Very good description of the overall economic health and business trends of the target country.	Exemplary description of the overall economic health and business trends of the target country.
2. What three Indicators helped most in assessing the target country's economic health? Why? Weight: 20%	Identifies fewer than three indicators that helped in assessing the target country's economic health and/or does not explain why they helped.	Identifies three indicators that helped in assessing the target country's economic health and partially explains why they helped.	Identifies three indicators that helped in assessing the target country's economic health and satisfactorily explains why they helped.	Identifies three indicators that helped in assessing the target country's economic health and provides a very good explanation of why they helped.	Identifies three indicators that helped in assessing the target country's economic health and provides an excellent explanation of why they helped.
3. What is the business cycle stage in your industry in the target country? Explain its implications for growth opportunities. Weight: 15%	Does not identify the business cycle stage for the industry in the target country and/or does not explain its implications for growth.	Identifies the business cycle stage for the industry in the target country and partially explains its implications for growth.	Identifies the business cycle stage for the industry in the target country and satisfactorily explains its implications for growth.	Identifies the business cycle stage for the industry in the target country and provides a very good explanation of its implications for growth.	Identifies the business cycle stage for the industry in the target country and provides an excellent explanation of its implications for growth.



JWI 515: Managerial Economics

Course Guide

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
4. Select an appropriate recommendation and explain its rationale, based on your research. Weight: 20%	Does not select an appropriate recommendation and/or does not clearly explain its rationale with reference to the student's research.	Selects an appropriate recommendation and partially explains its rationale, with adequate reference to the student's research.	Selects an appropriate recommendation and satisfactorily explains its rationale, with good reference to the student's research.	Selects an appropriate recommendation and provides a detailed explanation of its rationale, with very good reference to the student's research.	Selects an appropriate recommendation and provides an exemplary explanation of its rationale, with excellent reference to the student's research.
5. What two Indicators helped most in assessing the business outlook for your company and industry in the target country? Why? Weight: 15%	Identifies fewer than two indicators that helped in assessing the business outlook for the company and industry and/or does not explain why they helped.	Identifies two indicators that helped in assessing the business outlook for the company and industry and partially explains why they helped.	Identifies two indicators that helped in assessing the business outlook for the company and industry and satisfactorily explains why they helped.	Identifies two indicators that helped in assessing the business outlook for the company and industry and provides a very good explanation of why they helped.	Identifies two indicators that helped in assessing the business outlook for the company and industry and provides an excellent explanation of why they helped.
6. Clarity, logic, writing mechanics, and formatting. Weight: 10%	Multiple mechanical errors; much of the text is difficult to understand or the text does not flow; fails to follow formatting instructions.	Several mechanical errors make parts of the text difficult for the reader to understand; the text does not flow; the discussion fails to justify conclusions and assertions.	More than a few mechanical errors; text flows but lacks conciseness or clarity; assertions and conclusions are generally justified and explained.	Few mechanical errors; text flows and concisely and clearly expresses the student's position in a manner that rationally and logically develops the topics.	Few to no mechanical errors; text flows and concisely, clearly, and exemplarily expresses the student's position in a manner that rationally and logically develops the topics.



JWI 515: Managerial Economics

Course Guide

Assignment 3: Price Discrimination Memo (Weight: 14%)

Due by Sunday, midnight of Week 7

Your Assignment

Your boss has just given you an important, high priority assignment. The company's core business product has shown steadily shrinking profitability and you've been asked to address the problem by coming up with at least two new pricing techniques. Your boss will meet with you at the end of the month to hear your proposal. Prior to the meeting, your boss would like to see a brief Memo that outlines your proposal and explains the impact it will have on units sold and profits.

Instructions

Develop a Memo of 2 to 3 pages for your boss. As a Memo is a succinct business communication, it is helpful to work through your ideas before writing the document. To prepare in this way, make notes, using the prompts in the **Sample Outline** provided at the end of these Instructions. When you are ready to proceed with writing your Memo, use the same **Sample Outline** to structure the sections of your Memo document.

Professional Formatting Requirements

Your assignment should follow these formatting requirements:

- Typed, double-spaced, professional font (size 10-12), include headings and subheadings, with one-inch margins on all sides
- In place of a Cover Page, provide the following heading at the top of Page One of your Memo:
 - TO: *Insert Professor's Name*
 - FROM: *Insert Your Name*
 - DATE: *Insert Date Submitted*
 - RE: Managerial Economics 515 - Assignment 3 – Price Discrimination Memo
- Include a References page that enables the reader to locate original sources. Application and analysis of course materials and resources are expected, and additional research is welcome
- The References page is not included in the required length



JWI 515: Managerial Economics

Course Guide

Price Discrimination Memo - Sample Outline

Use the following Outline of sections to organize the body of your Memo. Use the underlined headings as section headings in your document. Use the prompts in each section to make sure you include the required content.

TO: *Your Instructor*

FROM: *Your Name*

DATE: *Submittal Date*

RE: Managerial Economics 515 – Assignment 3 – Price Discrimination Memo

Introduction

Describe the contents of the memo

Product or Service

Briefly describe your product or service. (*Address the prompts below*)

What utility or benefit does it provide to consumers?

Has your company offered this product or service in the past?

Which competitors offer the same or similar products or services in the market?

How has your company tried to stay competitive in the past?

Price Discrimination Proposals

Briefly describe the first price discrimination technique that you will use. (*Address the prompts below*)

What is the current price?

What will the new price be?

How will this technique generate more profits?

Briefly describe a second price discrimination technique that you will use. (*Address the prompts below*)

What is the current price?

What will the new price be?

How will this technique generate more profits?



JWI 515: Managerial Economics

Course Guide

Impacts on Market Demand

Explain and quantify how your proposal will impact sales within the first three months.

- Quantify using your assumed logic and consider displaying the impact in a data table. If actual data is not available or not permitted by the company for use in this assignment, you may use hypothetical trends or data, based on your understanding of similar companies in the industry.

Explain and quantify how your proposal will impact sales within eighteen months.

- Quantify using your assumed logic and consider displaying the impact in a data table. If actual data is not available or not permitted by the company for use in this assignment, you may use hypothetical trends or data, based on your understanding of similar companies in the industry.

What could the company do differently, as a result of the increased sales?

Conclusion

References



JWI 515: Managerial Economics

Course Guide

RUBRIC: Assignment 3: Price Discrimination Memo

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>1. Describe the product or service, its history, and the competition, using appropriate economic terminology.</p> <p>Weight: 25%</p>	Product or service is not described using appropriate economic terminology, and/or the product or service history and the competition are not described.	Product or service is partially described using appropriate economic terminology. The product or service history and the competition are also partially described.	Product or service is sufficiently described using appropriate economic terminology. The product or service history and the competition are also sufficiently described.	Product or service is thoroughly described using appropriate economic terminology. The product or service history and the competition are also thoroughly described.	Product or service is exemplarily described using appropriate economic terminology. The product or service history and the competition are also exemplarily described.
<p>2. Provide at least two specific proposals for price discrimination and explain how the proposals will generate more profits.</p> <p>Weight: 30%</p>	Specific proposals for price discrimination are not provided, and/or the student has not described how the proposal will generate more profits.	One specific proposal for price discrimination is provided with partial detail, and/or the student has partially described how the proposal will generate more profits.	One specific proposal for price discrimination is provided with sufficient detail and the student has sufficiently described how the proposal will generate more profits.	Two or more specific proposals for price discrimination are provided with thorough detail and the student has thoroughly described how the proposal will generate more profits.	Two or more specific proposals for price discrimination are provided with exemplary detail and the student has exemplarily described how the proposal will generate more profits.
<p>3. Explain how implementing your proposal is expected to impact consumer demand.</p> <p>Weight: 25%</p>	Proposal's impact on consumer demand is not explained, including sales for the first three months and within twelve months. The student has not explained what increased sales would enable the company to do differently.	Proposal's impact on consumer demand is partially explained, including sales for the first three months and within twelve months. The student has partially explained what increased sales would enable the company to do differently.	Proposal's impact on consumer demand is sufficiently explained, including sales for the first three months and within twelve months. The student has sufficiently explained what increased sales would enable the company to do differently.	Proposal's impact on consumer demand is thoroughly explained, including sales for the first three months and within twelve months. The student has thoroughly explained what increased sales would enable the company to do differently.	Proposal's impact on consumer demand is exemplarily explained, including sales for the first three months and within twelve months. The student has exemplarily explained what increased sales would enable the company to do differently.



JWI 515: Managerial Economics

Course Guide

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
4. Student writes a good Conclusion; makes good use of Sources (References) Weight: 10%	Poorly written or no Conclusion; minimal or no Sources are used.	The Conclusion is partially adequate; some appropriate Sources are used in a few parts of the paper.	The Conclusion is satisfactorily well written; multiple Sources are used in the paper.	The Conclusion is very well written; Sources are numerous and used effectively in the paper.	The Conclusion is excellently written; Sources are numerous and used in an exemplary fashion throughout the paper.
5. Clarity, logic, writing mechanics, and formatting. Weight: 10%	Multiple mechanical errors; much of the text is difficult to understand or the text does not flow; fails to follow formatting instructions.	Several mechanical errors make parts of the text difficult for the reader to understand; the text does not flow; the discussion fails to justify conclusions and assertions.	More than a few mechanical errors; text flows but lacks conciseness or clarity; assertions and conclusions are generally justified and explained.	Few mechanical errors; text flows and concisely and clearly expresses the student's position in a manner that rationally and logically develops the topics.	Few to no mechanical errors; text flows and concisely, clearly, and exemplarily expresses the student's position in a manner that rationally and logically develops the topics.



JWI 515: Managerial Economics

Course Guide

Assignment 4: Industry and Company Analysis (Weight: 25%)

Due by Sunday, Midnight of Week 9

Your Assignment

Next month, you will be meeting with a group of investors to discuss the possibility of a capital investment in your current company (or a company of interest) to significantly expand operations. The company's Board of Directors will also attend the meeting. To prepare for your presentation to these decision-makers and stakeholders, you need to conduct a thorough and honest evaluation of your company and its products or services.

Instructions

Write a paper of 5 to 7 pages in which you evaluate the strengths and weaknesses of your company and its products or services. To create the structure - sections and subsections - of your paper, use the **Sample Outline** provided at the end of these Instructions. You should refer to the course content and show that you have used online resources to gather both quantitative and qualitative information related to your company.

Professional Formatting Requirements

Your assignment should follow these formatting requirements:

- Typed, double-spaced, professional font (size 10-12), include headings and subheadings, with one-inch margins on all sides
- Include a Cover page containing the title of the assignment, your name, your professor's name, the course title, and the date
- Include an Abstract: a short summary of your paper that readers can use as an overview
- Utilize the Sample Outline provided on the next page, or create one of your own that mirrors the grading Rubric's deliverables
- Tables or graphs are encouraged as appropriate and can be embedded within the body of your paper or added in an Appendix
- Include a References page that enables the reader to locate original sources. Application and analysis of course materials and resources are expected, and additional research is welcome
- The Cover page and References page are not included in the required length



JWI 515: Managerial Economics

Course Guide

Industry and Company Analysis - Sample Outline

Use the following Outline to organize your paper. Use the underlined headings as section headings. Use the prompts in each section to be sure you include the required content. When you have finished your paper, write an Abstract (summary) of one to two paragraphs that summarizes the main points in your paper. The Abstract goes on a separate page, right after the Cover Page.

Cover Page

Abstract

On a separate page, write a short summary of your overall evaluation of the company's prospects

Introduction

Briefly describe the overall structure and purpose of your report

Background and Products (Address the following)

Describe your company's market sector and industry

Explain the market structure: is it perfect competition, monopoly, monopsony, or oligopoly?

Describe your company's major products or services

Assessment of Company and Products/Services (Address the following)

Specify the economic factors – such as price elasticity – that impact supply and demand

Specify any other significant economic characteristics, such as utility, type of good, etc.

What non-economic forces – such as weather, business cycles, new technologies or changes in regulations – can impact your company's sales and profitability?

Economic Outlook (Address the following)

Using GUIDES, choose a macroeconomic indicator that poses an external concern or points to an area of risk; explain the implication of this indicator for your company and industry

Using GUIDES, choose a macroeconomic indicator that provides some reassurance or points to future growth; explain the implication of this indicator for your company and industry

Summarize the outlook for investors in the short-term (1 to 3 years), specifying the major favorable and unfavorable elements from your research

Summarize the outlook for prospective investors in the long-term (4+ years), specifying the major favorable and unfavorable elements from your research

Conclusion

Briefly recap and summarize the major findings of your report

References



JWI 515: Managerial Economics

Course Guide

RUBRIC: Assignment 4: Industry and Company Analysis

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
1. Describe the company's market sector, industry, market structure, and major products or services. Weight: 20%	Does not or minimally describes the company's market sector, industry, market structure, and/or major products or services.	Partially describes the company's market sector, industry, market structure, and/or major products or services.	Satisfactorily describes the company's market sector, industry, market structure, and/or major products or services.	Very good description of the company's market sector, industry, market structure, and/or major products or services.	Exemplary description of the company's market sector, industry, market structure, and/or major products or services.
2. Assess the impact on the company and its major products or services of economic factors and non-economic forces. Weight: 20%	Does not or minimally assesses the impact on the company and its major products or services of economic factors and non-economic forces.	Partially assesses the impact on the company and its major products or services of economic factors and non-economic forces.	Satisfactorily assesses the impact on the company and its major products or services of economic factors and non-economic forces.	Very good assessment of the impact on the company and its major products or services of economic factors and non-economic forces.	Exemplary assessment of the impact on the company and its major products or services of economic factors and non-economic forces.
3. Choose one macro-economic indicator that poses an external concern and one indicator that provides some reassurance. For each indicator, explain the implication for your company and industry. Weight: 20%	Does not choose appropriate indicators and/or does not explain the implication for the company and industry of either of the indicators.	Chooses appropriate indicators and provides a basic explanation of the implication for the company and industry of one or both indicators.	Chooses appropriate indicators and provides a satisfactory explanation of the implication for the company and industry of both indicators.	Chooses appropriate indicators and provides a very good explanation of the implication for the company and industry of both indicators.	Chooses appropriate indicators and provides an excellent explanation of the implication for the company and industry of both indicators.



JWI 515: Managerial Economics

Course Guide

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
4. Evaluate short-term and long-term economic outlooks, specifying the major favorable and unfavorable elements from the student's research. Weight: 20%	Does not evaluate short-term and long-term economic outlooks and/or does not specify major favorable and unfavorable elements from the student's research.	Provides a partial evaluation of short-term and long-term economic outlooks and specifies a few major favorable and unfavorable elements from the student's research.	Provides a satisfactory evaluation of short-term and long-term economic outlooks and specifies major favorable and unfavorable elements from the student's research.	Provides a very good evaluation of short-term and long-term economic outlooks and specifies major favorable and unfavorable elements from the student's research.	Provides an exemplary evaluation of short-term and long-term economic outlooks and specifies major favorable and unfavorable elements from the student's research.
5. Student writes a good Conclusion and Abstract; good use of Sources (References). Weight: 10%	Poorly written or no Conclusion; the Abstract is missing or very poorly written; minimal or no Sources are used.	The Conclusion and the Abstract are partially adequate; some appropriate Sources are used in a few parts of the paper.	The Conclusion and the Abstract are satisfactorily well written; multiple Sources are used in the paper.	The Conclusion and the Abstract are very well written; Sources are numerous and used effectively in the paper.	The Conclusion and the Abstract are excellently written; Sources are numerous and applied in an exemplary fashion throughout the paper.
6. Writing mechanics; clarity of expression; adheres to formatting instructions; uses sections from Sample Outline. Weight: 10%	Multiple mechanical errors; unclear expression of ideas; fails to follow formatting instructions; minimal use of sections from Sample Outline.	Several mechanical errors; flow of ideas is confusing in parts; follows formatting instructions; makes use of some sections from Sample Outline.	More than a few mechanical errors; flow of ideas is satisfactory; follows formatting instructions; makes use of all sections from Sample Outline.	Few mechanical errors; flow of ideas is concise and clear; follows formatting instructions; makes use of all sections from Sample Outline.	No mechanical errors; text flows and concisely, clearly, and exemplarily expresses the student's ideas; follows formatting instructions; makes use of all sections from Sample Outline.