Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

BUSI 620
GLOBAL ECONOMIC ENVIRONMENT

COURSE DESCRIPTION

This course covers the tools of microeconomics useful in the analysis of producer and consumer behavior. The economics of demand, production and cost, and pricing and output decisions in a market system form the core of an approach adapted to the challenges faced by managers in the private, public, and nonprofit sectors of the economy. The coverage is from the domestic, as well as global perspectives.

RATIONALE

This course presents a framework grounded in the fundamentals of economic theory that provides a powerful way of analyzing business problems and developing effective solutions. The course supports the published Liberty University Philosophy and Mission Aims.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. RECOMMENDED RESOURCE

IV. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Office

V. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Understand the nature and scope of managerial economics in a global economy.
B. Analyze, estimate, and forecast demand for products.
C. Comprehend the relationship between production and cost.
D. Apply different pricing practices in various market structures.
E. Perform risk analysis and make long-term investment decisions for a company.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings and lecture presentations/notes
B. Course Requirements Checklist
   After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.
C. Discussion Board Forums (6)
   Discussion boards are collaborative learning experiences. Therefore, the student will be presented with several questions in each Discussion Board Forum. The student is required to answer 2 questions in each forum (the 5th question plus 1 of the remaining 4 questions) with 1 citation per question in current APA format. Each Discussion Board Forum thread must be at least 300 words. The student must also reply to 1 classmate’s thread with 1 citation, and the reply must be at least 150 words.
D. Questions for Critical Thinking (7)
   The student will be required to answer a set of questions taken from the end-of-chapter discussion questions and problems.
E. Research or Interview Paper
   The student is required to write a double-spaced paper (not counting the current APA formatted title and reference pages) that is at least 7 pages. The student may either interview a company executive or manager to answer 5 questions the student has about a topic in managerial economics or write a research paper on a managerial economics topic with a minimum of 3 references.
F. Tests (2)

Each test will cover the Reading & Study material for the modules/weeks in which it is assigned. Each test will be open-book/open-notes, contain 40 multiple-choice questions, and have a 2-hour time limit. About half of the questions will require calculations. The student will have 1 opportunity to complete each test.

VII. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums (6 at 30 pts ea)</td>
<td>180</td>
</tr>
<tr>
<td>Questions for Critical Thinking (7 at 80 pts ea)</td>
<td>560</td>
</tr>
<tr>
<td>Research or Interview Paper</td>
<td>100</td>
</tr>
<tr>
<td>Test 1 (Chapters 1–8)</td>
<td>80</td>
</tr>
<tr>
<td>Test 2 (Chapters 9–15)</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
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</tbody>
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B. Scale

- A = 940–1010
- A- = 920–939
- B+ = 900–919
- B = 860–899
- B- = 840–859
- C+ = 820–839
- C = 780–819
- C- = 760–779
- F = 0–759

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g., death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Quizzes/Tests/Exams

1. For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.
E. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
**COURSE SCHEDULE**

**BUSI 620**


<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
</table>
| 1           | Froeb et al.: chs. 3–4  
Salvatore: chs. 1–3  
1 presentation | Course Requirements Checklist  
Class Introductions  
Graduate Level Business Program Assessment  
DB Forum 1  
QCT 1 | 10  
0  
0  
30  
80 |
| 2           | Froeb et al.: ch. 6  
Salvatore: chs. 4–5  
1 presentation | DB Forum 2  
QCT 2 | 30  
80 |
| 3           | Salvatore: chs. 6–7  
1 presentation | DB Forum 3  
QCT 3 | 30  
80 |
| 4           | Froeb et al.: chs. 9, 11  
Salvatore: chs. 8–9  
1 presentation  
1 study guide | DB Forum 4  
QCT 4  
Test 1 | 30  
80  
80 |
| 5           | Froeb et al.: chs. 10, 15  
Salvatore: chs. 10–11  
1 presentation | DB Forum 5  
QCT 5 | 30  
80 |
| 6           | Froeb et al.: chs. 13–14  
Salvatore: chs. 12–13  
1 presentation | QCT 6 | 80 |
| 7           | Froeb et al.: chs. 17, 19  
Salvatore: chs. 14–15  
1 presentation | DB Forum 6  
QCT 7 | 30  
80 |
| 8           | 1 presentation  
1 study guide | Research or Interview Paper  
Test 2 | 100  
80 |

**TOTAL** 1010

DB = Discussion Board  
QCT = Questions for Critical Thinking

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.