

MindTap Quick Start Guide

Managerial Economics 5ed

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Teach your upper-level and MBA students how to use economics most effectively to solve today's business problems with this breakthrough text. Froeb/McCann/Ward/Shor's **MANAGERIAL ECONOMICS, 5E** covers traditional topics using a problem-based approach built around common business mistakes. Models are used sparingly, and then only to the extent that they help students determine why mistakes are made and how to fix them.

3 Key Features

| Activity | Where to find it – an example | What is it | Why it matters |
|----------------------------|--|--|--|
| Problem Walk-Through Video | <ol style="list-style-type: none"> Chapter 01: Introduction: What This Book is About Problem Walk-Through <p><i>See it in the Cengage Mobile app</i></p> | Problem Walk-Through Video Problem Walk-Through videos developed by the authors to enable students to watch step by step lessons on their homework problems. | These are step by step videos--walk students through solving a problem from start to finish. Students can play and replay the tutorials as they work through homework assignments or prepare for quizzes and tests--almost as though they had you by their side the whole time. Ideal for homework, study outside the classroom, or distance learning, the 24 Problem Walk-Throughs videos extend your reach to give students extra instructional help whenever and wherever it's most useful. |
| Aplia | <ol style="list-style-type: none"> Section II: Pricing, Costs, and Profits (Ch6,7,8,9,10,11) Chapter 06: Simple Pricing Homework (Ch 06) | Aplia Homework assignments at the end each chapter. | These end-of-chapter Problems are available in algorithmic format for either student practice of applying content presented in the chapter or alternative graded assignment. |
| Chapter Lecture Videos | <ol style="list-style-type: none"> Section III: Pricing for Greater Profit (Ch 12, 13, 14) Chapter 12: More Realistic and Complex Pricing Chapter Lecture Video | Chapter Lecture videos developed by author Luke Froeb to be supplemented with class time. | These videos enable students to view lecture-type videos in conjunction with their in-class lecture. They provide extra course material that may or may not be covered in their class. |

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MindTap Asset Description

| Activity | How many? | What is it? | Seat time? | Why it matters? |
|-----------------------------|--------------------|---|---|---|
| Chapter Lecture Videos | 24 (1 per chapter) | Chapter Lecture videos developed by author Luke Froeb to be supplemented with class time. | Varies between 6 minutes and 15 minutes | These videos enable students to view lecture-type videos in conjunction with their in-class lecture. They provide extra course material that may or may not be covered in their class. |
| Interactive Reader | 24 (1 per chapter) | This is where the core text content lives. It is an interactive e-book with integrated tools for students and instructors. This includes interactive figures that help bring concepts to life. Students can search, jump to sections, highlight, take notes, have the text read aloud, define words and more. | Varies per student | Serves as a foundation and reference of content for the course. |
| Problem Walk-Through Videos | 24 (1 per chapter) | Problem Walk-Through videos developed by the authors to enable students to watch step by step lessons on their homework problems. | Varies between 1 minute and 3 minutes | These are step by step videos-- <u>walk students through solving a problem from start to finish.</u> Students can play and replay the tutorials as they work through homework assignments or prepare for quizzes and tests--almost as though they had you by their side the whole time. Ideal for homework, study outside the classroom, or distance learning, the 24 Problem Walk-Throughs |

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| | | | | videos extend your reach to give students extra instructional help whenever and wherever it's most useful. |
| Aplia Homework | 24 assignments (1 per chapter) | Homework assignments at the end each chapter. | 1-hour average per each assignment | These end-of-chapter Problems are available in algorithmic format for either student practice of applying content presented in the chapter or alternative graded assignment. |
| Interactive Questions | Formative assignments vary by chapter, 24 summative assignments (1 per chapter) | Formative and summative assessment questions embedded in the interactive reader. | 30 minutes average per each chapter | 4-6 formative assessment questions at the a-head level to ensure they have read and understand the material. With 10 summative assessment questions at the end of each chapter to ensure competency. Both sets of questions can be presented in a practice or graded format. |

| Topic/Chapter | MindTap Assignments | Points |
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| Chapter 1, Introduction: What This Book Is About | Aplia homework: Formative Assessment: | |
| Chapter 2: The One Lesson of Business | Aplia homework: Formative Assessment: | |
| Chapter 3: Benefits, Costs, and Decisions | Aplia homework: This problem set covers the “Individual Problems” section of the end-of-chapter content for “Benefits, Costs, and Decisions.” This is a Grade It Now problem set. Formative Assessment: 11 questions | 9 FA: 11 points |
| Chapter 4: Extent (How Much) Decisions | Aplia homework: The problem set covers the “Individual Problems” section of the end-of-chapter content for “Extent (How Much) Decisions”. This is a Grade It Now problem set. Formative Assessment: 5 questions | 7 FA: 5 points |
| Chapter 5: Investment Decisions: Look Ahead and Reason Back | Aplia homework: The problem set covers the “Individual Problems” section of the end-of-chapter content for “Investment Decisions: Look Ahead and Reason Back”. This is a Grade It Now problem set. Formative Assessment: 12 questions | 11 FA: 12 points |
| Chapter 6: Simple Pricing | Aplia homework: Formative Assessment: 6 questions | FA: 6 points |
| Chapter 7: Economies of Scale and Scope | Aplia homework: The problem set covers the “Individual Problems” section of the end-of-chapter content for “Economies of Scale and Scope”. This is a Grade It Now problem set. Formative Assessment: 5 questions Summative Assessment: 10 questions | 8 FA: 5 points SA: 10 points |
| Chapter 8: Understanding Markets and Industry Changes | Aplia homework: The problem set covers the “Individual Problems” section of the end-of-chapter content for “Understanding Markets and Industry Changes”. This is a Grade It Now problem set. Formative Assessment: 5 questions Summative Assessment: 10 points | 10 FA: 5 points SA: 10 points |
| Chapter 9: Market Structure and Long-Run Equilibrium | Aplia homework: The problem set covers the “Individual Problems” section of the end-of-chapter content for “Market Structure and Long-Run Equilibrium”. This is a Grade It Now problem set. Formative Assessment: 5 questions Summative Assessment: 10 questions | 6 FA: 5 points SA: 10 points |
| Chapter 10: Strategy: The Quest to Keep Profit from Eroding | Aplia homework: Formative Assessment: 5 questions Summative Assessment: 10 questions | FA: 5 points SA: 10 points |
| Chapter 11: Foreign Exchange, Trade, and Bubbles | Aplia homework: Formative Assessment: Summative Assessment: | |
| Chapter 12: More Realistic and Complex Pricing | Aplia homework: Formative Assessment: 6 questions Summative Assessment: 5 questions | FA: 6 points SA: 5 points |

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| Chapter 13: Direct Price Discrimination | Aplia homework: Formative Assessment: 4 questions Summative Assessment: 5 questions | FA: 4 points SA: 5 points |
| Chapter 14: Indirect Price Discrimination | Aplia homework: Formative Assessment: 5 questions Summative Assessment: 5 questions | FA: 5 points SA: 5 points |
| Chapter 15: Strategic Games | Aplia homework: Formative Assessment: 7 questions Summative Assessment: 5 questions | FA: 7 points SA: 5 points |
| Chapter 16: Bargaining | Aplia homework: Formative Assessment: 4 questions Summative Assessment: 5 questions | FA: 4 points SA: 5 points |
| Chapter 17: Making Decisions with Uncertainty | Aplia homework: Formative Assessment: 12 questions Summative Assessment: 11 questions | FA: 12 points SA: 11 points |
| Chapter 18: Auctions | Aplia homework: Formative Assessment: 7 questions Summative Assessment: 5 questions | FA: 7 points SA: 5 points |
| Chapter 19: The Problem of Adverse Selection | Aplia homework: Formative Assessment: 10 questions Summative Assessment: 10 questions | FA: 10 points SA: 10 points |
| Chapter 20: The Problem of Moral Hazard | Aplia homework: Formative Assessment: 12 questions Summative Assessment: 11 questions | FA: 12 points SA: 11 points |
| Chapter 21: Getting Employees to Work in the Firm's Best Interests | Aplia homework: Formative Assessment: 5 questions Summative Assessment: 5 questions | FA: 5 points SA: points |
| Chapter 22: Getting Divisions to Work in the Firm's Best Interests | Aplia homework: Formative Assessment: 4 questions Summative Assessment: 10 questions | FA: 4 points SA: 10 points |
| Chapter 23: Managing Vertical Relationships | Aplia homework: Formative Assessment: 12 questions Summative Assessment: 12 questions | FA: 12 points SA: 12 points |
| Chapter 24: You Be the Consultant | Aplia homework: Formative Assessment: Summative Assessment: | |