



Economics for Managers October 2021 Calendar

All modules and assignments are available at 1:00 p.m. United States Eastern Time (ET) (UTC 17:00). **All modules and assignments are due at 1:00 p.m. ET (UTC 17:00).** Please check against your local time zone to ensure you complete your coursework before the deadlines. Please note: Daylight Savings Time begins in the United States on November 7. Deadlines will stay at 1:00 p.m. ET but will convert to UTC 18:00.

Enrolled participants will retain access to the course until **February 6, 2022**. *Note: Each week is separated by an empty row.*

Week	Module / Assignment	Status	Open / Due Date (1:00 p.m. ET)
Week 1	Introduction Module: Introduction to Economics for Managers	Opens	Wednesday, October 13, 2021
Week 1	Module 1: Customer Demand: Foundations	Opens	Wednesday, October 13, 2021
Week 2	Module 2: Strategies for Assessing and Increasing Demand	Opens	Monday, October 18, 2021
Week 2	Module 1: Customer Demand: Foundations	Due	Wednesday, October 20, 2021
Week 2	EM Connections 1: Optional assignment	Due	Friday, October 22, 2021
Week 4	Module 3: Suppliers and Cost	Opens	Monday, November 1, 2021
Week 4	Module 2: Strategies for Assessing and Increasing Demand	Due	Wednesday, November 3, 2021
Week 4	EM Connections 2: Optional assignment	Due	Friday, November 5, 2021
Week 5	Module 4: Markets	Opens	Monday, November 8, 2021
Week 6	Module 3: Suppliers and Cost	Due	Wednesday, November 17, 2021
Week 7	Module 5: Competition and Differentiation	Opens	Monday, November 22, 2021
Week 7	Module 4: Markets	Due	Wednesday, November 24, 2021
Week 7	EM Connections 3: Optional assignment	Due	Friday, November 26, 2021
Week 9	Module 5: Competition and Differentiation	Due	Wednesday, December 8, 2021

To add this calendar to your personal Google, Outlook, or Apple Calendar, use this downloadable calendar link:

<https://calendar.google.com/calendar/ical/n8fn60dkadsd0v8r715a5oe4p4%40group.calendar.google.com/public/basic.ics>

- For a step-by-step guide on how to add this calendar to your personal calendar, visit the [calendar download instructions](#).

To access the course calendar without adding it to your personal calendar, visit the [Google Calendar online](#).