

MBAD 6112-U91, Economics of Business Decisions

Alternating Wednesdays 5:30 – 8:15 pm, Center City 905

Fall 2016

Instructor: Dr. Matt Metzgar

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Office Hours: Monday & Wednesday 1:00 - 2:00 pm

Tuesday 11:00 am - 12:00 pm

Textbook (recommended): Froeb/McCann/Ward/Shor. Managerial Economics, 4th edition.
South-Western/Cengage Publishing
ISBN: 9781305259331

Learning Catalytics (required): You will need purchase a Learning Catalytics account (cost is \$12).
Quizzes and in-class clicker questions will be given via this software.

Course Description: Prerequisites: MBAD 5110 and MBAD 5141, or equivalents. Economic concepts in the decision-making process. Topics include: scarcity; marginal analysis and tools of optimization; demand and supply analysis and market structure; economic efficiency; regression analysis; risk analysis and game theory; and international issues.

Course Objectives: This course will introduce and apply economic concepts to decision making in business. Topics discussed include the importance of incentives, scarcity, marginal analysis, the tools of optimal decision making, demand and supply analysis, market structure, firm and market efficiency, regression analysis, strategic behavior, game theory, and advanced pricing techniques.

Hybrid Format: This course has a hybrid format where the class will meet on alternating Wednesdays for a full class period. Therefore, there will be online materials and online assessments in addition to the in-class work.

Meetings: This class will meet on 8/24, 9/7, 9/21, 10/5, 10/19, 11/2, 11/16, 11/30, and 12/14. The meetings on 8/24 and 12/14 will be 5:30PM-6:45PM. All other meetings will be 5:30PM-8:15PM.

Grading Basis: Grades will be based upon three categories:

- Learning Catalytics Class Points
- Quality of Online Exploration & Application Postings
- Exams

In-Class Learning Catalytics Questions: These will be short quizzes (approximately 5) given at the beginning of each class. These quizzes are designed to build knowledge via cooperative learning. Questions will be on the material to be covered in the upcoming class, and there may be bonus questions. The group quizzes will be given at the start of class, and there will be a time limit. Students who arrive late will not be given extra time.

During every class, questions will be presented overhead that are to be answered via clickers. Some of these questions will be graded on participation, and some of these questions will be graded as right/wrong. Right/wrong questions are typically scored as 90% for an incorrect answer and 100% for a correct answer. Some questions may be given for homework if class time runs short.

Online Exploration Postings: Points will be deducted for late or missing Exploration posts and comments.

For each Explorations blog, students should post and also comment on one other blog. For blog posts and/or comments that are late but within 24 hours of the due date, 0.5 points will be deducted from Quality Score (out of 20%). After 24 hours, 1 point will be deducted.

Online Application Postings: Points will be deducted for late or missing Application posts and peer reviews.

For each Applications blog, students should post and also complete one peer review which will be assigned to them. For application posts and/or peer reviews that are late but within 24 hours of the due date, 0.5 points will be deducted from Quality Score (out of 20%). After 24 hours, 1 point will be deducted.

Quality of Postings: The quality of the Exploration and Application posts will be jointly judged by the student and the professor. The final judging will take place before the Final Exam.

Exams: There will be one midterm exam and one final exam. Exams will consist of multiple-choice questions and short-answer questions. Exams will most likely be given over the Canvas system.

Students who arrive late for an examination will be permitted to sit the test provided that no student has turned in their paper prior to the student's arrival. Once a paper has been turned in, late arriving students will not be permitted to begin the test or exam. A student who begins a test late will not be given extra time at the end of the examination period.

Final Examination: The final exam is cumulative and required.

Bring Your Own Device (BYOD): All in-class quizzes and questions are answered online via a device of your choice.

Makeup Exams: If traveling on official University business, a similar makeup exam will be available. For all other absences, no makeup exams will be given. If the midterm exam is missed, the weight of the final exam is doubled.

Online Practice Quizzes: There are short online practice quizzes for the associated material during each week.

Grading:

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| Learning Catalytics Class Points | 10% (drop the lowest day, capped at 100%) |
| Quality of Online Postings | 20% (joint assessment minus any deductions for late/missing work) |
| Exam (midterm) | 35% |
| Exam (final) | 35% |

Grading Scale:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60- 69%
- F Below 60%

Grades are rounded to the nearest whole percentage. Example: 89.5% will round to an A, while 89.4999% will not.

Attendance: Attendance is not taken though students who miss class will obviously lose quiz/exam points and/or in-class clicker points. There may be a multi-point clicker question at the beginning of class to make sure students arrive on time.

Academic Integrity: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is a lowering of the course grade by one letter grade. For second offenses, in almost all cases, the course grade is reduced to an F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Cell Phones: Cellular Telephones and pagers are to be turned off and stowed out of sight for all classes and exams. Under very extraordinary circumstances (such as someone providing emergency care for a family member), students will be permitted to leave their cell phone or pager (using silent ring options) on during class, but never during a test or exam. Students who confront such emergencies must obtain prior approval from the professor.

Diversity: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Exam Schedule: The University has very specific guidelines regarding the circumstances under which students are permitted to reschedule final examinations. These guidelines will be followed to the letter. **Students who do not meet the specific guidelines set forth by the university will not be permitted to take the final examination at a time other than the officially proscribed period for any reason. The semester ends with the final examination. There will be no accommodation for students who want to take an early exam for any reason other than representing the university. Students representing the university must provide written documentation from appropriate university personnel.**

Outline: Chapters 1 -6, 9, 10, 12, 7

Schedule:

Wednesday, Aug 24 (half-class)
Welcome, Hand out Syllabus, Discussion of Teaching Methods,

Wednesday, Sept 7
Chapter 2, 3

Wednesday, Sept 21
Chapter 3, 4

Wednesday, Oct 5
4, 5

Wednesday, Oct 19 - Cumulative Exam #1
Chapter 6

Wednesday, Nov 2
Chapter 9,10

Wednesday, Nov 16
Chapter 10, 12

Wednesday, Nov 26 – Thanksgiving
No Class

Wednesday, Nov 30
Chapter 12, 7

Wednesday, Dec 14 – Final Exam at 5:30 pm – 6:45 pm (required)

References:

1. Learn before lecture: A strategy that improves learning outcomes in a large introductory biology class. Moravec M, Williams A, Aguilar-Roca N, O'Dowd DK. CBE Life Sci Educ. 2010 Winter;9(4):473-81.
2. Constructing Knowledge in the Lecture Hall: A Quiz-Based, Group-Learning Approach to Introductory Biology. Daniel J. Klionsky 2002 Journal of College Science Teaching v. 31, n. 4, p. 246-251.
3. The Exam-A-Day Procedure Improves Performance in Psychology Classes. 2002. Leeming, F. Teaching of Psychology, v29 n3 p210-212.
4. Increased course structure improves performance in introductory biology. Freeman S, Haak D, Wenderoth MP. CBE Life Sci Educ. 2011 Summer; 10(2):175-86.
5. Learning concepts and categories: is spacing the "enemy of induction"? Kornell N, Bjork RA. Psychol Sci. 2008 Jun;19(6):585-92.
6. Collaborative group testing benefits high- and low-performing students. Giuliadori MJ, Lujan HL, DiCarlo SE. Adv Physiol Educ. 2008 Dec;32(4):274-8.