Economics 3125-001, Managerial Economics
Tues/Thurs 2:00 – 3:15 pm, Rowe 130
Fall 2012

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Phone: (704) 687-7188
Email: mmetzgar@uncc.edu

Office Hours: 1:00 – 3:00 pm Monday/Wednesday
1:00 – 2:00 pm Tuesday

Teaching Assistants: Anh Le (ale10@student.uncc.edu) & Shweta Khosla (skhosla@uncc.edu), Friday 218A

Wiley Publishing
ISBN: 9781118041581
Note: To save money, buying a used 6th edition may be compatible
Additional note: a copy of the textbook should be available in the library

Clicker: You will need a Turning Technologies Clicker for every class. Exams and quizzes will be given via clickers.

Course Description: This course uses economic tools to analyze decisions managers make about their business. We consider economic decisions of particular interest to businesses, e.g., demand and estimation, cost analysis, and pricing policies. By further developing economic ideas introduced in your Principles of Microeconomics class, we analyze questions of the optimal level of production, pricing, and competitive positioning of the business.

Course Objectives: You will acquire a sophisticated knowledge of microeconomic tools and the ability to explain these tools in words, using graphs, and using equations. You will be able to apply this knowledge of microeconomics and the techniques acquired in this course and its prerequisite courses to recommend efficient managerial decisions.

Prerequisites: ECON 2102, MATH 1120 or 1241, STAT 1220, and INFO 2130. It is assumed that you have not only completed these courses but have also mastered the material. Students with deficient backgrounds will need to commit extra time to this course.

Grading Basis: Grades will be based upon four categories:

- Group Quizzes
- In-Class Clicker Questions
- Group Homework
- Cumulative Exams
**Group Quizzes:** These will be short quizzes (approximately 3 to 5 questions) given roughly once a week. These quizzes are designed to build knowledge via cooperative learning. They will be taken in-class via clickers and students are free to work in groups. Questions will be on the material covered during the previous week (the previous two class periods). There may also be bonus questions based on material from earlier in the semester. 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.

**In-Class Clicker Questions:** 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.

**Group Homework:** There will be 3 group homework assignments that will be given throughout the semester. Students can work alone or in a group of 3 students maximum. The dates for the homework are posted below.

**Exams:** There will be three exams during the semester taken via clickers. These exams are cumulative. Exam 1 covers the material from the first third of the course. Exam 2 covers the material from both the first third and the second third, though it will be weighted more towards the second third. The same holds true with Exam 3. This is done to promote long-term retention of the material.

The lowest exam will be dropped out of the 3 exams and the final. Yes, the final can be dropped if a student is satisfied with his or her grade after the first 3 exams.

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 will be taken via clickers. The final exam is cumulative.

**Exams and Clickers:** All exams are taken via clickers. If a student forgets his clicker for an exam or the final, the score is zero (though remember one exam can be dropped). If a student forgets his or her clicker for a group quiz, the score is zero.

**Makeup Exams:** If traveling on official University business, a similar multiple-choice makeup exam will be available. For all other absences, no makeup exams will be given.

**Grading:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Group Quizzes</td>
<td>10% (drop lowest 3 out of 11)</td>
</tr>
<tr>
<td>In-Class Clicker Questions</td>
<td>5% (drop lowest 4 days)</td>
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<tr>
<td>Group Homework</td>
<td>10%</td>
</tr>
<tr>
<td>Exam</td>
<td>25% (best 3 of 4)</td>
</tr>
<tr>
<td>Exam</td>
<td>25%</td>
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<tr>
<td>Exam</td>
<td>25%</td>
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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 89.49% 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.

Using another student’s clicker to enter responses in their absence is a violation of the academic integrity code. To that end, there is no plausible motive for possessing another student’s clicker other than to obtain points for an absent student. Consequently, possession of another student’s clicker will be taken as evidence of intent to violate the academic integrity code and will be prosecuted to the fullest extent allowed under the UNC-Charlotte Academic Integrity Code.

If you are caught using someone else’s clicker, both students will have their course grades dropped by one letter grade.

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.

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.

**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.

**FAQ:**

*Do you give partial credit on exams?* No. I teach large classes so this is not feasible.

*If I forget my clicker, then I can’t take the exam?* This is correct. I will enforce the policy.

**Outline:** Chapters 1, 2, 4, 3, 5, 6, 7, 8

**Schedule:**

- Tues, Aug 21
  - Welcome, Hand out Syllabus, Discussion of Teaching Methods

- Thurs, Aug 23
  - Clicker Overview, Chap 1 & 2

- Tues, Aug 28 - Group Quiz #1 *(for practice, but counts for points)*
  - Chap 4

- Thurs, Aug 30
  - Chap 4

- Tues, Sept 4 - Group Quiz #2
  - Chap 4

- Thurs, Sept 6
  - Chap 4

- Tues, Sept 11 - Group Quiz #3
  - Chap 3

- Thurs, Sept 13 – Group Homework #1 posted
  - Chap 3

- Tues, Sept 18 - Group Quiz #4
  - Chap 3
Thurs, Sept 20 – Group Homework #1 due
Chap 3

**Tues, Sept 25 – Cumulative Exam #1**
First Exam

Thurs, Sept 27
Chap 5

Tues, Oct 2 - Group Quiz #5
Chap 5

Thurs, Oct 4
Chap 5

**Tues, Oct 9 – Fall Break/No classes**

Thurs, Oct 11
Chap 5

Tues, Oct 16 - Group Quiz #6
Chap 6

Thurs, Oct 18 – Group Homework #2 posted
Chap 6

Tues, Oct 23 - Group Quiz #7
Chap 6

Thurs, Oct 25 – Group Homework #2 due
Chap 6

**Tues, Oct 30 – Cumulative Exam #2**
Second Exam

Thurs, Nov 1
Chap 7

Tues, Nov 6 – Group Quiz #8
Chap 7

Thurs, Nov 8
Chap 7

Tues, Nov 13 – Group Quiz #9
Chap 7
Thurs, Nov 15
Chap 8

Tues, Nov 20 - Group Quiz #10, Group Homework #3 posted
Chap 8

**Thurs, Nov 22 – Thanksgiving Break/No classes**

Tues, Nov 27 - Group Quiz #11
Chap 8

Thurs, Nov 29 – Group Homework #3 due
Chap 8

**Tues, Dec 4 – Cumulative Exam #3**
Third Exam

**Tues, Dec 11 - Final Exam, at 2:00 pm – 4:30 pm, in the same classroom**

**References:**


