

MBAD 6112M-084, Economics of Business Decisions

ONLINE

Fall 2023

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Textbook (recommended): *Managerial Economics*, 9th Edition. William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky. ISBN: 978-1-119-55491-2

Students can choose a print or digital copy, whatever is preferred.

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.

Online Format: This course will be conducted 100% online. Therefore, there will be online materials and online assessments.

Meetings: This class meeting schedule is posted in Canvas.

Grading Basis: Grades will be based upon three categories:

- Online Quizzes
- Video Project
- Exams

Online Quiz assignments (out-of-class): Online quizzes will be due at scheduled times via Canvas.

Video Project: A short project will be due near the end of the semester. For projects submitted within 24 hours after the deadline, the grade will be reduced by 10%. For projects submitted between 24 and 48 hours late, the grade will be reduced by 20%. Projects submitted more than 48 hours late will receive a score of zero.

Exams: Exams will be given online via Canvas. Exams will consist of a mix of multiple-choice and short-answer questions.

Students who arrive late for an examination will be permitted to access the exam provided that no student has turned in their exam prior to the student's arrival. A student who begins an exam late will not be given extra time at the end of the examination period.

Final Examination: The final exam is cumulative and required. The final exam will be given online via Canvas.

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.

Grading:

Online Quizzes	15% (drop the lowest quiz, capped at 100%)
Video Project	10%
Exam 1	25%
Exam 2	25%
Final Exam	25%

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: Per UNCC policy, students who miss more than 25% of the total course hours (including videoconferences) cannot pass the course. A student missing an entire weekend of class should be encouraged not to take the course.

More information: <https://provost.uncc.edu/policies-procedures/academic-policies-and-procedures/classroom-attendance>

Drop/Add: <https://advising.uncc.edu/faqs/adddrop-period>

Term Withdraw deadline: Oct 19th, Last day to withdraw from course (s); grade subject to Withdrawal Policy*, see more here: [Policy Info](#)

Two "C" Policy as outline in MBA-GBS MOU:

- A student who earns **more than two grades of "C"** will be suspended from the **Belk program** unless reinstated through appeal.
- **More than two grades below 70%** will be suspended from the **EGADE program** unless reinstated through appeal

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.

For more information: <https://scai.uncc.edu/academic-integrity>

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.

COVID-19: Students are encouraged to work directly with their instructors regarding their absence(s). For absences related to COVID-19, please adhere to the following:

Do not come to class if you are sick. Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will work with you so that you can continue to progress in the course. The final decision for approval of all absences and missed work is determined by the instructor.

Disability: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

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 - 8

Schedule:

Thursday, Sept 14 – Introduction, Chapter 1/Creating Value

Friday, Sept 22 - Video Conference, Chap 2

Saturday, Sept 23 - Video Conference, Chap 3 & 4

Thursday, Oct 5 - **Exam #1**

Friday, Oct 13 - Video Conference, Chap 5

Saturday, Oct 14 - Video Conference, Chap 5 & 6

Thursday, Oct 26 - **Exam #2**

Friday, Nov 3 - Video Conference, Chap 7

Saturday, Nov 4 - Video Conference, Chap 7 & 8

Thursday, Nov 16 - **Exam #3/Final Exam**

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.