MBAD 6112-U01, Economics of Business Decisions
Thursdays 12:30 – 3:15 pm, Center City 606
Fall 2014

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Office Hours: 11:15 – 12:15 pm Monday & Wednesday
1:00 – 3:00 pm Tuesday

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Clicker (required): You will need a Turning Technologies Clicker for every class. Quizzes and in-class clicker questions will be given via clickers.

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.

Grading Basis: Grades will be based upon five categories:

- Group Quizzes
- In-Class Clicker Questions
- Assignments
- Group Project & Presentation
- Cumulative Exams

Group Quizzes: These will be short quizzes (approximately 5 to 10 questions) given roughly once a class. 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 class (the previous class period). 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.

Assignments: Students will be put into 3 groups: A, B, and C. Groups will rotate with one group having an assignment due every week. Assignments will be student-generated content on material previously covered.

Exams: There will be one midterm exam and one final exam. All exam problems are short-answer.

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.

Group Project & Presentation: The group project assignment is to use the concepts learned in class to propose a way to increase profit for a real-world business. Students can use regression analysis if they wish. The written report is limited to five pages (excluding tables) plus any printout of the computer results.

Group members can use any written/published resource they wish, but may not seek assistance from or consult a member of any other group, a professor of UNCC or any another school, a previous graduate of this or any other program, etc. In other words, every group is to complete their own project with no assistance from any member or members of the other groups and no outside assistance can be solicited. Violating this policy will constitute a violation of the UNC-Charlotte academic integrity code for both the group receiving the assistance and any group providing assistance.

Projects will be presented on the final day of regular classes. Group projects that are late will lose one letter grade per day late.

Quizzes and Clickers: All quizzes are taken via clickers. If a student forgets his or her clicker, the score is zero (though remember some items can be dropped).

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Group Quizzes</td>
<td>20%</td>
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<tr>
<td>In-Class Clicker Questions</td>
<td>10%</td>
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<tr>
<td>Assignments</td>
<td>10%</td>
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<tr>
<td>Group Project &amp; Presentation</td>
<td>20%</td>
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<tr>
<td>Exam (midterm)</td>
<td>20%</td>
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<tr>
<td>Exam (final)</td>
<td>20%</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 89.4999% 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.

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.

**Outline:** Chapters 1 -7

**Schedule:**

Thursday, Aug 21
Welcome, Hand out Syllabus, Discussion of Teaching Methods, Clicker Overview
Chapters 1, 2

Thursday, Aug 28 – Group Quiz #1
Chapters 2

Thursday, Sept 4 – Group Quiz #2
Chapter 2 Regression Analysis Handout

Thursday, Sept 11 – Group Quiz #3
Chapters 3

Thursday, Sept 18 - Group Quiz #4
Chapters 3

Thursday, Sept 25 – Group Quiz #5
Chapter 4

**Thursday, Oct 2 – Cumulative Exam #1**

Thursday, Oct 9
Chapter 4

Thursday, Oct 16 - Group Quiz #6
Chapter 5

Thursday, Oct 23 – Group Quiz #7
Chapter 5
Thursday, Oct 30 – Group Quiz #8  
Chapter 6

Thursday, Nov 6 - Group Quiz #9  
Chapter 6

Thursday, Nov 13 - Group Quiz #10  
Chapter 7

Thursday, Nov 20 - Group Presentations, Group Project Due  
Review for Final Exam

Thursday, Nov 27 – Thanksgiving  
No Class

Thursday, Dec 11 – Final Exam (Cumulative) at 11:00 am – 1:30 pm (required)

References:


