Instructor: Ted Amato  
Office: 220-A Friday Building  
Phone: Office, 704-687-7711  
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email: Ltamato@uncc.edu

Office Hours:  
Main Campus: T and R, 8:00-9:30  
Uptown Center: T 4:30-5:30 immediately following MBA class


Course Description: The Economics of Business Decisions: 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 economic issues.

Course Objectives: The objective of this course is to master basic microeconomic and econometric concepts and apply these concepts to business decision problems.

End of Chapter Problems: I will recommend problems in the back of each text chapter, although I will not assign these as formal homework. I will be happy to work through problems from the text at the beginning of each class period at student request. If you are absent when a problem is initially covered in class, please see me individually with questions regarding that particular problem. Repeatedly going over the same problem is not a good use of class time. For previous editions of the book the publisher made available a study guide including completed problems. I previously required the study guide as part of the course package. The publisher elected to not include the study guide in the package for this edition. Students may find it beneficial to purchase a copy of the study guide from a previous edition via the internet.

Attendance: A sign up sheet will circulate each week to record attendance. Signing the sheet for another student is a violation of the academic integrity code and will be prosecuted to the fullest extent permitted under the UNC-Charlotte academic code. While there are no formal attendance standards for the course, attendance will be considered in student assessments, particularly in marginal grade cases. I fully understand that working professionals may be required to miss a class or two due to work obligations. If your work schedule is likely to result in more than an absence or two, you may wish to consider taking this course another semester.

Grading Basis and Examination: Grades will be based upon two tests, a cumulative final exam and a group computer project. The tests, exam and group project will be weighted as follows:
Test 1 30%
Test 2 30%
Group Project 10%
Exam 30%

Letter grades are assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>U</td>
<td>Below 70</td>
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</tbody>
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Grades are rounded to the nearest whole percentage; 89.49999 is a B, 79.4999 a C and so forth.

Special consideration may be given to students who perform especially well on the cumulative final exam.

**Group Computer Project:**

Students will work in teams of three or four students to complete a group regression project. You will self select team members during the first class. Topics are due in writing (hard copy) September 2. The written proposal should include the basic regression model to be estimated including the theoretical/conceptual justification for the model and a detailed description of the data sources and data availability. The computer project report is due in hard copy format at the beginning of class November 18. **Projects will not be accepted late.** The computer project assignment is to develop and test a linear regression model using actual real world data covering a topic from economics or business that is of interest to the students. Students are to use Microsoft Excel to conduct the regression analysis. Data must allow at least thirty degrees of freedom and include at least two independent variables. (This requirement may be waived by the instructor in special cases). The written report is limited to five pages (excluding tables) plus the printout of the computer results. Each individual student must also turn in a one page analysis of the project answering specific questions regarding the development of the model and interpretation of results. The individual questions will be provided when the approved project is returned to the group.

Graduate students in business should be capable of and are expected to conceive their own topic. While I will provide some guidance, a major purpose of the project is for students to consider possible applications of regression and to conceive and specify a model. If I simply assigned projects, one of the most important benefits of the exercise would be lost. This is a course in economics for managers. To that end, projects that attempt to predict the winning percentage for a sports team are not germane to the course (unless you are majoring in a sports related field). To inhibit free-riding, an opportunity will be given for assessment of team member performance at the completion of the group project.

**Missed Tests:**

Students who know in advance that they must miss a test for work related reasons may take a test early at a mutually agreed upon time. It is expected, however, that students arrange their work schedule so as to minimize the need for early testing. Makeup tests are administered after the original test date and only for extreme situations such as illness, death in the family etc. Determination of extreme circumstance is at the discretion of the instructor.

**Inclement Weather:** In the event of inclement weather that closes the university the day of a scheduled test, the test is automatically rescheduled for the next class meeting. In the event of inclement weather, I will assess the safety of traveling to class and make an appropriate decision that balances safety and class obligations. I recommend that you do the same. If possible, I will make a posting on moodle prior to the regular class 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 submission 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 zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to 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.

**Course Outline**

- **Aug 19**  
  Introduction to Managerial Economics, Chapter 1  
  Calculus Techniques, Chapter 2, Lecture Notes

- **Aug 26**  
  Demand Analysis, Chapter 4 Lecture Notes  
  *(Note: Students with weak backgrounds in economics may choose to review chapter 3).*

- **Sep 2**  
  Demand Estimation, Chapter 5 Lecture Notes

- **Sep 9**  
  Conclude Demand Estimation, Chapter 5

- **Sep 16**  
  Demand Forecasting, Chapter 6

- **Sep 23**  
  **Test 1**

- **Sep 30**  
  Production Analysis, Chapter 7

- **Oct 7**  
  **Fall Break No Class**

- **Oct 14**  
  Cost Analysis, Chapter 8

- **Oct 21**  
  Competition Chapter 10, Begin Monopoly Chapter 12

- **Oct 28**  
  Monopoly/Monopsony, Chapter 12 (Delete Monopsony pp. 475-479)

- **Nov 4**  
  **Test 2**

- **Nov 11**  
  Imperfect Competition, Chapter 13, Lecture Notes

- **Nov 18**  
  Game Theory, Chapter 14  
  *(Computer Project Due)*

- **Nov 25**  
  Pricing Practices, Chapter 15

- **Dec 2**  
  Conclude pricing

- **Dec 9**  
  **Final Examination, 5:30-8:30 PM** *(Note exam schedule for CCB classes departs from published exam schedule for main campus).*

The syllabus may be amended to address time constraints.