Economics 3125-001, Managerial Economics
Mon-Wed 9:30 – 10:45 am, COED 065
Spring 2016

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

Office Hours: Monday & Wednesday 1:00 - 2:00 pm; Tuesday 1:00 - 3:00 pm

Teaching Assistants: TBA & Alannah Lawrence, Friday 215

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 (required): You will need a Turning Technologies Clicker for every class. Exams and class activities will be given via clickers. NXT ResponseCard Clicker, ISBN: 9781934931455.

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 three categories:

- Class Clicker Questions
- Real Business Analysis
- Exams
**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 95% for an incorrect answer and 100% for a correct answer. In-class homework questions may be scored differently. The lowest 4 days will be dropped (by lowest percentage). If the clicker score for a certain day appears inaccurate, the instructor must be notified within 1 week, or else the instructor reserves the right to leave the score unchanged.

**Real Business Analysis:** There will be three Real Business Analysis cases due. More information about these including due dates will be posted to Moodle.

Students can work in a group of up to 3 students. Groups are self-selected.

**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).

**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>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Clicker Questions</td>
<td>5% (drop lowest 4 days, capped at 100%)</td>
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<tr>
<td>Real Business Analysis</td>
<td>20% (best 2 of 3, 10% each)</td>
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<tr>
<td>Exam</td>
<td>25% (best 3 of 4)</td>
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<tr>
<td>Exam</td>
<td>25%</td>
</tr>
<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 89.49999% will not.

Attendance: Attendance is not taken though students who miss class will obviously lose 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.

Lateness and Leaving Early: If a student is late more than 5 times, their course grade will be dropped by one letter grade and they will also be reported to the Dean of Students. Leaving class early without prior notification to the instructor also counts as a lateness incident.

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.

*What if I enter a different answer on my clicker as to what’s on my exam paper?* Whatever is entered in the clicker is what is scored.

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

Schedule:

Mon, Jan 11
Welcome, Hand out Syllabus, Discussion of Teaching Methods

Wed, Jan 13
Clicker Overview, Chap 1 & 2

**Mon, Jan 18 – MLK Day**
**No Class**

Wed, Jan 20
Chap 2, Chap 3

Mon, Jan 25
Chap 3

Wed, Jan 27
Chap 3
Mon, Feb 1
Chap 3

Wed, Feb 3
Chap 3

Mon, Feb 8
Chap 3, Chap 4

Wed, Feb 10
Homework #1 due in-class

Mon, Feb 15
RBA #1 Workday – Due online Tuesday night by 11:55 pm

Wed, Feb 17
Q & A for Exam

Mon, Feb 22 – Cumulative Exam #1
First Exam

Wed, Feb 24
Chap 5

Mon, Feb 29
Chap 5

Wed, March 2
Chap 5

Mon, Mar 7 – Spring Break/No classes

Wed, Mar 9 – Spring Break/No classes

Mon, Mar 14
Chap 5

Wed, Mar 16
Chap 6

Mon, Mar 21
Homework #2 due in-class

Wed, Mar 23
RBA #2 Workday – Due online Sunday night by 11:55 pm

Mon, Mar 28
Q & A for Exam
**Wed, Mar 30 – Cumulative Exam #2**
Second Exam

Mon, Apr 4
Chap 7

Wed, Apr 6
Chap 7

Mon, Apr 11
Chap 7

Wed, Apr 13
Chap 7, Chap 8

Mon, Apr 18
Chap 8

Wed, Apr 20
Homework #3 due in-class

Mon, Apr 25
RBA #3 Workday – Due online Tuesday night by 11:55 pm

Wed, Apr 27
Q & A for Exam

**Mon, May 2 – Cumulative Exam #3**
Third Exam

**Wed, May 11 - Final Exam, at 8:00 am – 9:30 am, in the same classroom**

**References:**


