Instructor: Ms. Gwen Gill
Office: Friday, 210-C
Email: glgill@uncc.edu

Office Hours: Monday (2:30-4:30), Wednesday (9:30-11:00) and by appointment.


CLICKER (required): Bring your Turning Technologies Clicker to every class. Exams and quizzes will be given via clickers. Re-register your clicker before January 27. You are responsible for making sure your clicker has any necessary software updates and is working correctly.

COURSE DESCRIPTION/OBJECTIVE: 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 optional level of production, pricing, and competitive positioning of the business.

COURSE PREREQUISITES: ECON 2102 or 1202 AND MATH 1120, 1241 or 1242 AND STAT 1220, 1221, or 1222, AND INFO 2130. By registering for this class you are declaring that you have not only completed these courses but have also mastered the material. The first week of class will include a math review. After that, students are responsible for correcting any deficiencies on their own.

SCHEDULE: Provided as a separate document in Moodle2. The schedule is subject to adjustments. You are responsible for maintaining the reading schedule unless I notify you otherwise. Changes to the schedule will be communicated in class and via Moodle2.

TEACHING METHOD: We will be utilizing the “Flipped Classroom” this semester. This means you will be responsible for watching videos of lectures outside of class and we will be using class time to solve problems based on the information in the lectures.

GRADING: Your final grade will be determined by the total points you earn based on:
- Math Skills Quiz (worth 20 points)
- Quizzes (10 quizzes – each worth 10 points – with the total of the highest 8 scores counted)
- 2 Cumulative Exams and a Cumulative Replacement Final (each worth 60 points)
- Group Written Comprehensive Statistical Analysis Project (worth 50 points)
- Group In-class Exercises (5 per group – each worth 8 points for a total of 40 points)
- Group Business Decision Critique (worth 50 points)
- Attendance: must submit 7 of 10 quizzes – judged by clicker submission (40 points or 0 points)

Total number of points possible = 20 + (8*10) + (2*60) + 50 + (5*8) + 50 +40 = 400
GRADING SCALE:
A  360 – 400
B  310 – 359
C  268 – 309
D  240 – 267
F  Below 240

The final grade is a summation of the elements listed above. Grades are rounded to the nearest whole number. Example: 239.5 will round to a D, while 239.49 will not.

MATH SKILLS QUIZ (worth 20 points): The math pre-requisites for this class are listed above. To ensure that you will be able to handle the math required in this class (including ordinary and partial derivatives), a math-skills quiz will be given. The quiz covers the different math techniques you will see in this class. This quiz is not included in the weekly quizzes.

WEEKLY QUIZZES (worth 10 points with highest 8 scores for 80 total points): A weekly quiz will be given at the end of class each Wednesday. Weeks with only one class and that have exams will not have quizzes. This means there are 11 possible weeks for quizzes. These quizzes are designed to assess progress and reinforce introduced concepts and techniques. They will be taken via clickers. You will work on your own quiz. Questions will be on the material covered in the lectures, assigned readings and classroom work during the current and previous weeks. No makeups will be given. The 8 highest weekly scores will be summed together to calculate the quiz contribution to your final grade.

EXAMS (each worth 60 points with highest 2 score for 120 total points): There will be 3 exams (2 during the semester and 1 final). Each exam will have 30 questions (worth 2 points each). All of the exams will be taken via clickers. These exams are cumulative with the material covered since the previous exam making up the bulk of the exam. This is done to promote long-term retention of the material. A final exam will be offered for those who want to try to improve on a previous exam grade. The final exam will cover the material of the previous exams plus any material covered after the last exam. The final exam will be taken via clickers. Anyone satisfied with their first 2 exam grades may elect to not take the final.

The highest 2 grades (out of the 3 exams) will be summed together to calculate the exam contribution to your final grade.

Students who arrive late for an examination will be permitted to sit the test provided that no student has submitted their exam prior to the student’s arrival. Once an exam has been submitted, late arriving students will not be permitted to begin the exam. A student who begins a test late will not be given extra time at the end of the examination period.

STATISTICAL ANALYSIS PROJECT (50 points): As part of understanding Chapter 4, you will be assigned a project requiring you to perform all the steps of a statistical analysis and submit your work and results in an appropriately written report. The statistical analysis and interpretation part of the project is worth 30 points; the written report, including the forecast, is worth 20 points. Each group will submit a single analysis/interpretation and a single forecast/report via Moodle2.

IN-CLASS EXERCISES (5 graded exercises per group worth 8 points each for a total of 40 points): At random times during the semester, the in-class assignment for a particular group will be graded. Each group member will receive the same grade. Alternatively, group members may be selected to present their finished exercises to the class as their graded exercise. Each group member is responsible for
knowing how to solve the problem(s) assigned and any group member may be required to present the group's work.

**GROUP BUSINESS DECISION CRITIQUE (50 points):** Each group will be assigned a business decision to critique based on the 6-step decision making process discussed in class. Each group will submit a single written critique via Moodle2.

**ATTENDANCE (40 points):** Attendance is not mandatory but it is important for you to get the most of the class. You must be present for a minimum of 7 of the 10 quizzes, as indicated by your clicker submission, in order to receive all 40 points. If you are present for fewer than 7 of the 10 quizzes then you will receive 0 points.

“**ALMOST THERE**” **QUIZ:** There are no extra credit opportunities. However, on the last day of class (May 2), there will be a “bonus” quiz that covers the material after the second exam. This quiz will be worth 20 points that will be added to your point total. This is to encourage you to attend the final few classes and to provide an opportunity for those who are within 20 points of the next highest grade to improve their lot without having to take the final exam. These 20 points are not included the overall points possible (400) so there is no penalty for not taking it.

Other opportunities for bonus points may present themselves, but don’t count on it. If they do, I will announce them in class.

**QUIZZES, EXAMS AND CLICKERS:** All quizzes and exams are taken via clickers. If you forget your clicker for an exam, you will be allowed to turn in the exam on paper with a 5-point reduction (or you can get your clicker and complete the exam in the time remaining to you). All quizzes must be completed with your clicker starting on January 27 or you will receive a 0.

**MAKEUP EXAMS:** If an exam conflicts with a generally recognized religious holiday or travel for official University business (including intercollegiate sports and professional conferences) you must notify me in person at least 2 weeks before the exam date. Failure to notify me before the cut-off date will be considered evidence that you choose to drop that exam grade and take the final exam. Last-minute absences on exam days – such as an illness or injury (you or a close relative) requiring doctor’s care, or a death of a close relative – may be eligible for a makeup exam provided notice is provided to me before the exam period and documented evidence of the absence (doctor’s note or obituary) is provided upon your return to class. In the case of serious illness, injury or the death of a close relative, I recommend you work with the Dean of Students to gather the necessary documentation and let them communicate with your instructors (trust me, you don’t need the hassle during such a time). For all other absences, no makeup exams will be given.

**TECHNOLOGY MATTERS:** To get the most of this class, follow these instructions.

- All cell-phones are to be shut down or put in silent mode and placed in your bag during class.
- **Computers, tablets, and recording devices are allowed on an as needed basis only.** The instructor’s decision regarding need will be final.
- Bring a calculator and your clicker to each class. Do not share calculators during exams and never use another student's clicker at any time during the class (such use will be considered cheating and punished accordingly).
- Do not use the calculator functions on your cell-phone during the exams. Any unauthorized use of cell-phones, computers, or tablets during an exam will be considered a violation of the UNC Charlotte Code of Student Academic Integrity with the penalty being a zero (0) for the exam.
ALL E-MAIL COMMUNICATION WILL BE VIA THE UNC CHARLOTTE E-MAIL SYSTEM. You are responsible for checking your university e-mail account on a regular basis. I will respond to e-mail messages Monday through Thursday, 9:00 a.m. to 9:00 p.m. and Friday, 9:00 a.m. to 3:00 p.m. I will not respond to any messages sent outside these times or on weekends until the next posted time. I reserve the right to take 24 to 48 hours to respond to a message. Include the following in the subject line: ECON 3125. I delete, without reading, messages that do not contain a completed subject line.

Access to this syllabus and other course materials is through Moodle2. I will also post announcements via Moodle2. I have set up a discussion forum in Moodle2 for you to post course-related questions to your fellow students and me. The URL for Moodle2 is http://moodle2.uncc.edu.

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 include a judgment that the student’s work is free from academic dishonesty or any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code may be subject to penalties up to and including expulsion. The normal penalty for a first offense is a lowering of the course grade by one letter grade. For additional 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 (or at http://legal.uncc.edu/policies/up-407). Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

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

DISABILITY SERVICES: If you have a documented impairment or disability that may affect your ability to attend class, take notes, participate in classroom activities, use a clicker, access and read the assigned material, complete the assignments, access Moodle2, or exams then you must contact the Office of Disability Services (704.687.0040 or visit their office, Fretwell 230). Accommodation will not be given to any student without written documentation from the Office of Disability Services.

RESOURCES: The University provides an extensive collection of resources to help you during your time at UNC Charlotte. These vary from resources to help with academic achievement, career choices, health and personal matters. Below is a brief list of resources. This is not a comprehensive list and you should explore the vast array on your own.

- Atkins Library (704.687.0494 / http://library.uncc.edu/)
- Computer labs (for a complete list go to http://itservices.uncc.edu/student-services/)
- Writing Resources Center (704.687.1899 / http://wrc.uncc.edu/)
- University Center of Academic Excellence (704.687.2162 / http://ucae.uncc.edu/)
- Career Center (704.687.2231 / http://career.uncc.edu/)
- Counseling Center (704.687.0311 / http://counselingcenter.uncc.edu/)
- Dean of Students Office (704.687.0345 / http://dso.uncc.edu/)
- Disability Services (704.687.0040 / http://ds.uncc.edu/)
- Academic Calendar (http://registrar.uncc.edu/calendar)
**INSTRUCTOR ABSENCE OR TARDINESS:** I do not anticipate being absent or late for any class. If I have any advanced notice of an absence I will inform you via a Moodle2 announcement. If the absence is unexpected, then I will try to contact someone at the Economics Department to communicate my absence by written or verbal notice in the classroom. If I am not present at the start of class you are required to wait 15 minutes from the start of class before you can leave without any penalty. If you leave earlier and I arrive within the 15-minute window then you risk missing the class.

**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.

**REVISIONS TO SYLLABUS:** The syllabus and schedule is subject to change. I will communicate any changes to the syllabus in class and by posting an announcement in Moodle2. Upon my notification of changes to you in class, you are responsible for reading and complying with the changes.