Managerial Economics
Fall 2016
Mondays 5:00-7:45 pm
Friday 142

Instructor: Kevin Lakey
Office: 218C Friday Building
E-Mail: klakey@uncc.edu
Office Hours: Mondays & Tuesdays: 3:30pm – 4:30pm (and after class as requested)
Office Phone: 704-687-6175
Course Website: Moodle (but may transition to Canvas during the semester)
Required Textbook: Managerial Economics – 8th edition, Samuelson & Marks

Clickers ARE REQUIRED for this class. Please see clicker info on last 2 pages of this syllabus

Prerequisites: ECON 2102, MATH 1120 or MATH 1241, STAT 1220, and INFO 2130.

Course Description: This course focuses on the application of microeconomic theory to decisions faced by businesses of all sizes. We consider economic decisions of particular interest to firms, e.g., demand theory and estimation, cost analysis, and pricing policies. By further developing microeconomic principles, 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 mathematics. 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.

Course Policies
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 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.

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.
**Attendance:** Attendance is not required for this class. However, attendance is strongly encouraged. While I will not reduce your final grade for low attendance, you will miss out on Participation Points (see Participation Points below). When missing class, students will be expected to obtain class notes and assignments from other students in the class. It is advised to exchange contact information early on with several of your classmates for this reason.

**Make-up work and late work:** There are NO makeup exams, homeworks, quizzes, or participation points except for students away representing the university. If you miss an exam (due to illness, family emergency, car trouble, or any other reason besides representing the university), plan to count the zero grade as your lowest exam score (See Grade Calculation Summary below)

**Contacting Instructor:** Please feel free to email me at klakey@uncc.edu. I will respond within 24 hours. Also, I will have office hours in 218C of the Friday Building or the classroom at the times listed above.

**Cell phones:** Please turn off your cell phone ringers before class begins.

**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 or email prior to the regular class time.

**Grading:**

*Please bring your Clicker, a calculator and at least (2) #2 pencils to every class as they may be required for taking exams and quizzes (the plan is to use clickers for exams, however, Opscans will be used in the case of massive technical problems with the clicker system).*

**NOTE:** Forgetting to bring your clicker is not a technical problem. There will be an automatic 10 point reduction on that exam/quiz.

**Tests and Final Exam:** There will be three regular exams (each counting 25% of final grade) and one Optional comprehensive final exam (which can be used to replace a regular exam grade or your Participation grade). All exams will be cumulative but will concentrate on the more recent material. **EXAMS WILL BE TAKEN USING CLICKERS.** Students should be prepared for the exams by bringing a calculator (cell phones are not allowed to be used as calculators during exams or quizzes). Please note, students are not allowed to leave the classroom and return during an exam, so please take care of personal business before entering the room for the exam. Students who arrive late for a regular exam and/or the final examination will be permitted to take the exam 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 exam. A student who begins an exam late will not be given extra time at the end of the regular test or examination period.
Participation Points: YOU MUST HAVE YOUR CLICKER TO QUALIFY FOR MOST PARTICIPATION POINTS. Participation points will make up 25% of your final grade. They will consist of Homework, In-class quizzes (announced and unannounced), In-class clicker questions, and possible other assignments/activities. Each of these items will be weighted at the discretion of the instructor with the Homework likely having the highest weight. The lowest 15% of your weighted Participation Point Grades will be dropped.

Homework: Homework will be assigned on a regular basis and will count toward your Participation Points. Homework Templates will be posted to Moodle/Canvas and must be used in order to receive credit. Part of each Homework assignment will be graded based on how many of the assigned problems that you attempted (so you should make a reasonable attempt at answering each assigned question). The remaining part will be graded based on whether you got the correct answers and will be determined in class using the clickers to enter answers (must have your clicker to get that credit).

For me to grade your “attempts”, I obviously must see your homework. Therefore, a copy of your homework must be turned in prior to the start of the class in which it is due. The preferred method is to hand in a hardcopy at the beginning of class (but be sure to make a copy for yourself as you will need it to answer the clicker questions and make corrections). If you’re in a bind and cannot make a copy for yourself, you may also take a picture(s) with your phone and email it to me. Just make sure that the picture or scan is readable. Please name the email as 3125Homework__ so I will be sure to catch it.

NOTE: You must turn in a homework prior to class to get ANY credit for it. BEWARE: Homework assignments will be from the 8th edition of the textbook. If you are using a previous edition, please note that while the body of the text may appear practically identical to the 8th edition, the chapter problems may often be changed slightly (enough to give a different answer). Be sure that you make friends with someone who has the 8th edition to do your homework in case you are using an earlier edition.

Bonus Points: Bonus Points may (or may not) be offered at the discretion of the instructor.

Grade Calculation Summary: Grading Scale:
| Participation Points | 25% |
| Exam #1:             | 25% |
| Exam #2:             | 25% |
| Exam #3:             | 25% |
| Optional Final Exam: | See Below |

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<thead>
<tr>
<th>Grading Scale:</th>
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<tbody>
<tr>
<td>90-100: A</td>
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<tr>
<td>80-89: B</td>
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<tr>
<td>70-79: C</td>
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<td>60-69: D</td>
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<tr>
<td>0-59: F</td>
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Note: The Final Exam is comprehensive and optional. If you take the Final Exam and that grade is higher than your lowest Regular Exam grade OR your Participation Grade then the Final Exam grade will replace that one single lowest grade.

In other words, your Final Grade will be determined by whichever of the following three calculations brings you the highest final grade:

**Calculation #1:**
Final Grade = (Exam#1 grade X .25) + (Exam#2 grade X .25) + (Exam#3 grade X .25) + (Participation grade X .25)

**Calculation #2 (Final Exam Grade replaces Lowest Regular Exam Grade):**
Final Grade = (Highest Regular Exam grade X .25) + (2nd Highest Regular Exam grade X .25) + (Participation grade X .25) + (Cumulative Final Exam grade X .25)

**Calculation #3 (Final Exam Grade replaces Participation Points Grade):**
Final Grade = (Exam#1 grade X .25) + (Exam#2 grade X .25) + (Exam#3 grade X .25) + (Cumulative Final Exam grade X .25)
**Note-taking Suggestions:** Note-taking is important to the active learning process. Most lecturing will be delivered using overhead projector presentations. To assist in efficient student note-taking, outlines or certain note-taking guide slides for each lecture will be posted on Moodle by 5 pm on the Sunday prior to each class. **Be sure to check Moodle and email between 5 pm on Sundays and class time each week.** Of course use of these resources is optional and you should use whatever notetaking / organizing system that works best for you.

**Very, Very Tentative Course Outline and Schedule**

<table>
<thead>
<tr>
<th>Monday</th>
<th>8/22</th>
<th>Class Intro/Syllabus/Clicker Setup/Math Review</th>
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<tbody>
<tr>
<td>Monday</td>
<td>8/29</td>
<td>Chapter 1 / Chapter 2</td>
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<tr>
<td>Monday</td>
<td>9/5</td>
<td>Labor Day - NO CLASS</td>
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<tr>
<td>Monday</td>
<td>9/12</td>
<td>Chapter 2 / Chapter 3</td>
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<tr>
<td>Monday</td>
<td>9/19</td>
<td>Chapter 3 / Chapter 4</td>
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<td>Monday</td>
<td>9/26</td>
<td>Chapter 4</td>
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<tr>
<td>Monday</td>
<td>10/3</td>
<td>EXAM I / Chapter 5</td>
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<td>Monday</td>
<td>10/10</td>
<td>Fall Break - NO CLASS</td>
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<tr>
<td>Monday</td>
<td>10/17</td>
<td>Chap 5</td>
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<tr>
<td>Monday</td>
<td>10/24</td>
<td>Chap 5 / Chap 6</td>
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<tr>
<td>Monday</td>
<td>10/31</td>
<td>Chap 6</td>
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<tr>
<td>Monday</td>
<td>11/7</td>
<td>EXAM II / Chapter 7</td>
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<tr>
<td>Monday</td>
<td>11/14</td>
<td>Chapter 7</td>
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<td>Monday</td>
<td>11/21</td>
<td>Chapter 7 / Chapter 8</td>
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<td>Monday</td>
<td>11/28</td>
<td>Chapter 8</td>
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<tr>
<td>Monday</td>
<td>12/5</td>
<td>EXAM III</td>
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<tr>
<td>Monday</td>
<td>12/12</td>
<td>Comprehensive FINAL EXAM (Optional) 5:00-7:30</td>
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Other Important dates:
August 29: Last day to drop/add w/ no grade via web. (Confirm via academic adviser and/or official University Calendar)
September 19: Last Day to apply for December graduation
October 7: Unsatisfactory grades due
October 25: Last day to withdraw from a class, subject to Withdrawal Policy (Confirm details via academic adviser and/or official University Calendar)
Syllabus Revised 8/18/16

**Clicker Information next 2 pages** (the links below do not seem to work for this PDF document, so I have also posted a Word version in Moodle where you can just click on the links)
Students are required to purchase a TurningPoint (TP) Account license to participate in TurningPoint Cloud sessions. Students can go to either Grays Bookstore (Links to an external site.) or the UNC Charlotte Barnes and Noble Bookstore (Links to an external site.) to purchase an account license and/or clicker device. A rebate for the 1-Year TP Account license will be available from both bookstores. Students will get a rebate card to redeem via online to receive a $20.99 rebate.

**Licensing Cost:**
- 1-Year TurningAccount license: $30
- 1-Year Bundle license (Clicker and TurningAccount license): $57.17
- [$20.99 rebate for 1-Year TP account license. Go to this site to claim your rebate (Links to an external site.)](code: Runcc20). Rebate offer only valid for purchase of one year license during the 2016-2017 academic year. Must have the receipt from the bookstore where the clicker was purchased to claim the rebate. No rebate available for purchase of used clickers.]

Students must do these 4 things.
1. Purchase one of the above items from the bookstores
2. Create a Turning Account,
3. Register their TP Cloud license, and
4. Register their clickers (Links to an external site.)

**Registration Process:**
1. Log into Canvas
2. Navigate to the Canvas course in which you will be using your clicker device
3. Click Modules in the left navigation
4. Click the link for TurningPoint Cloud Registration (Register your Clicker)
5. Enter your UNC Charlotte email address (only UNCC email address is accepted)
6. Click on Create an Account
7. The screen will display a message indicating that an email has been sent to your UNCC email to verify your email account
8. Check your UNC Charlotte email for a Turning Technologies email and click the top link to verify your Turning Account
9. Enter all required fields as noted by the asterisks
10. Enter and confirm your password (enter twice) in the fields provided
11. Select the box labeled "By checking this, you agree to comply with the End-User License Agreement and Terms of Use."
12. Click Finish
13. Redeem both your license code and your Response (clicker) device ID, enter them in the appropriate box and click Redeem and/or Register
14. Click Finish

**Instructions: Students Registering their Clicker**
(Links to an external site.)

**Video: Students Registering their Clicker**
Purchase or Redeem a License:
A Turning Account license is required for responses from response devices or ResponseWare to be tracked by the instructor. The Turning Account license also includes a ResponseWare license.
1 Purchase your license and/or clicker from Grays Bookstore or the University, Barnes and Noble Bookstore
2 Sign in to your Turning Account (access through your Canvas course)
3 Click License from the main screen
4 Do one of the following:
   • If you have already purchased a license code from the University bookstore, click Add License, enter the code in the License Code field, and click Redeem
   • If you have not purchased a license code, you will need to physically go to the University bookstore. Do not click the link for Student Store found on the left menu. Purchase the license code and clickers from Grays Bookstore (Links to an external site.) or from the UNC Charlotte Barnes and Noble Bookstore (Links to an external site.).
   • Students must create a Turning Account, Register their TP Cloud license, and register their clickers

Help Guide:
FAQ Site: How do I register my clicker in Canvas? (Links to an external site.)

Questions and Answers:
Do students have to purchase a license code to register their clicker?
Yes. They must physically go to either Greys Bookstore or the university Barnes and Noble bookstore.
If a student has already registered their Clicker/Responseware for another class, do they need to do it again?
No. The registration is good for one year from the time purchased. If students purchased their clicker in fall 2016, they can not sell their clicker until fall 2017.
Can students share their Clicker/Responseware with a friend?
No. Because the clicker/responseware is tied to their account, they must have their own clicker/responseware.
Do students need to purchase an account (license code) if they are using ResponseWare through their mobile device (e.g. Smartphone, tablet)?
Yes. By purchasing the license code (1-Year license only or the 1-Year Bundle only), students will be able to register their account (also receive a Responseware license which is a mobile app) and register their response (clicker) device.