MBAD 6112-U01, Economics of Business Decisions  
Thursdays 5:30 – 8:15 pm, Center City 905  
Fall 2015  
Instructor: Dr. Matt Metzgar  
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Email: mmetzgar@uncc.edu  
Office Hours: Monday & Wednesday 1:00 - 2:00 pm  
Tuesday 1:00 - 3:00 pm  
ISBN: 9781305259331  
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 four categories:  
• Group Quizzes  
• In-Class Clicker Questions  
• Mini-Projects  
• 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 to be covered in the upcoming class. 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.

**Mini-Projects:** Mini-projects will be announced at the end of class and due before the following class. Mini-projects are generally 1-2 pages covering a real-world topic. Mini-projects are to be submitted in a Word document/PDF via Moodle before class. The best mini-project for each week will be posted on Moodle.

For the last Mini-project (#9), groups will present their solutions and will be graded via audience vote on the clickers. This last mini-project will carry double the grading weight of a regular mini-project (the paper and the presentation each constitute one mini-project grade). The audience vote is subject to instructor revision/approval.

**Exams:** There will be one midterm exam and one final exam. Exam will be a combination of multiple-choice and short-answer questions.

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.

**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>Percentage</th>
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<tbody>
<tr>
<td>Group Quizzes</td>
<td>20% (drop lowest 2 out of 10, capped at 100%)</td>
</tr>
<tr>
<td>In-Class Clicker Questions</td>
<td>5% (drop lowest 2 days, capped at 100%)</td>
</tr>
<tr>
<td>Mini-Projects</td>
<td>35% (drop the lowest mini-project)</td>
</tr>
<tr>
<td>Exam (midterm)</td>
<td>20%</td>
</tr>
<tr>
<td>Exam (final)</td>
<td>20%</td>
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</tbody>
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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 - 12

Schedule:

Thursday, Aug 27
Welcome, Hand out Syllabus, Discussion of Teaching Methods,
Clicker Overview
Chapter 1

Thursday, Sept 3 – Group Quiz #1; Mini-Project #1 Announced
Chapter 2

Thursday, Sept 10 – Group Quiz #2; Mini-Project #1 Due
Chapter 3

Thursday, Sept 17 – Group Quiz #3; Mini-Project #2 Due
Chapter 4

Thursday, Sept 24 – Group Quiz #4; Mini-Project #3 Due
Chapter 5

Thursday, Oct 1 – Group Quiz #5; Mini-Project #4 Due
Chapter 6

Thursday, Oct 8 – Cumulative Exam #1

Thursday, Oct 15
Possible Guest Speaker or Chapter 7

Thursday, Oct 22 – Group Quiz #6; Mini-Project #5 Announced
Chapter 8

Thursday, Oct 29 – Group Quiz #7; Mini-Project #5 Due
Chapter 9

Thursday, Nov 5 – Group Quiz #8; Mini-Project #6 Due
Chapter 10

Thursday, Nov 12 – Group Quiz #9; Mini-Project #7 Due
Chapter 11

Thursday, Nov 19 – Group Quiz #10; Mini-Project #8 Due
Chapter 12
Thursday, Nov 26 – Thanksgiving
No Class

Thursday, Dec 3 – Mini-Project #9 Due (double-weighted); Presentations; “People’s Choice” grading

Thursday, Dec 12 – Final Exam (Cumulative) at 5:00 pm – 6:30 pm (required)

References:


