MBAD 6112-U91, Economics of Business Decisions  
Alternating Wednesdays 5:30 – 8:15 pm, Center City 902  
Fall 2017

Instructor:  Dr. Matt Metzgar  
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Office Hours:  Monday & Wednesday 11:00 am - 12:00 pm  
           Tuesday 1:00 pm - 3:00 pm

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Poll Everywhere (required):  You will need a web-enabled device for each class. This is a free system provided by the University.

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.

Hybrid Format:  This course has a hybrid format where the class will meet on alternating Wednesdays for a full class period. Therefore, there will be online materials and online assessments in addition to the in-class work.

Meetings:  This class will meet on 8/23, 9/6, 9/20, 10/4, 10/18, 11/1, 11/15, 12/6, and 12/13. The meeting on 8/23 will be from 7:00 - 8:15 pm and the meeting on 12/13 will be 5:30 pm-6:45 pm. All other meetings will be 5:30 pm - 8:15 pm.

Grading Basis:  Grades will be based upon three categories:

- Class Clicker Points  
- Online Assignments  
- Case Study  
- Exams
**Clicker Questions (in-class):** During every class, questions will be presented that are to be answered via student’s own smartphones or devices. These questions are typically scored as 90% for an incorrect answer and 100% for a correct answer.

**Online assignments (out-of-class):** Online assignments will be due on the off-weeks via Canvas. The quiz questions will be graded 90% for an incorrect answer and 100% for a correct answer. One post is required in the Discussion Board each week. Also, one Blog post is due each week. Any submissions past the deadline will receive no points.

**Case Study:** A case study will be due near the end of the semester. Students can work in self-selected groups of up to 5 students. For papers submitted within 24 hours after the deadline, the grade will be reduced by 10%. For papers submitted between 24 and 48 hours late, the grade will be reduced by 20%. Papers submitted more than 48 hours late will receive a score of zero.

**Exams:** There will be one midterm exam and one final exam. Exams will consist of multiple-choice questions and short-answer questions. Exams will be given over the Canvas system using the Lockdown browser. To use the Lockdown browser, you will need either a laptop or an iPad. Android tablets will NOT work.

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.

**Bring Your Own Device (BYOD):** All in-class clicker questions are answered online via a device of your choice.

**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>Category</th>
<th>Percentage</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicker Class Points</td>
<td>5%</td>
<td>(drop the lowest day, capped at 100%)</td>
</tr>
<tr>
<td>Online Assignments</td>
<td>5%</td>
<td>(drop the one lowest quiz and the one lowest blog post)</td>
</tr>
<tr>
<td>Case Study</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Exam (midterm)</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Exam (final)</td>
<td>35%</td>
<td></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.

**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.

**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.

**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.

**Outline:** Chapters 2 -6, 9, 10, 12, 7

**Schedule:**

Wednesday, Aug 23 (half-class)
Welcome, Hand out Syllabus, Discussion of Teaching Methods,
Wednesday, Sept 6
Chapter 2, 3

Wednesday, Sept 20
Chapter 3, 4

Wednesday, Oct 4
Chapter 4, 5

**Wednesday, Oct 18 - Cumulative Exam #1**
Chapter 6

Wednesday, Nov 1
Chapter 9, 10

Wednesday, Nov 15
Chapter 10, 12

Wednesday, Nov 22 – Thanksgiving
No Class or Online Assignments

**Wednesday, Dec 6 – Case Study Due**
Chapter 12, 7

**Wednesday, Dec 13 – Final Exam at 5:30 pm – 6:45 pm (required)**

**References:**


