INSTRUCTOR: Dr. Hui-Kuan Tseng
OFFICE: 227A, Friday Building
OFFICE PHONE: 704-687-7598
OFFICE HOURS: schedule Zoom meetings and invite me to join ahead of time
Email: htseng@uncc.edu
Teaching Assistant: Mimosa Khatun, mkhatun@uncc.edu

COURSE INFORMATION

Course Description: Economic decisions of particular interest to business firms (e.g. demand theory and forecasting, cost analysis and pricing policies).

Credit Hours: 3

Prerequisite(s): ECON 2102; MATH 1120 or MATH 1241; STAT 1220 or equivalent; and INFO 2130; all with grades of C or above.

Instructional Method: This is an online course with no specific meeting times (aka asynchronous). This method, on one hand, allows you to engage with content when it is convenient for you, but on the other hand, you will need to manage the workload on your own. Basically, your workload should be consistent with the course schedule given at the end of this syllabus. Instructional content will come from many pre-recorded lecture videos posted under "Media Gallery". Quizzes and exams are online via Canvas and will be given during your class time period.

Course Objectives: The objective of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. Students who successfully complete the course will have a good understanding of economic concepts and tools that have direct managerial applications.

The course structure assumes that you have had some economics background. You should be comfortable with mathematical tools, including basic algebra, geometry, and calculus, as well as with statistical tools. You should be also comfortable with Excel spreadsheets which have becoming powerful management tools.

TEXTBOOKS AND SUPPLEMENTARY MATERIALS

Required Text: William F. Samuelson & Stephen G. Marks, Managerial Economics, 8th Edition, ISBN #978-1-118-80894-8, Wiley Publishing.

Course Website: All course materials including syllabus, lecture outlines, lecture videos and other materials are available on Canvas. All the reminders and announcements will be posted under "Announcements". The pace of my lectures will be based on the assumptions that you have read the outlines before you watch the lecture videos.

UNIVERSITY POLICIES RELATED TO COVID-19 PROTECTION:

- Students are expected to participate and engage in materials provided for this asynchronous course. Failure to do so may impact your ability to achieve course objectives which could affect your course grade and does not relieve a student of any course requirement.

- For challenges related to COVID-19, please adhere to the following:
    - **If you are sick**: If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.
    - **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

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.

Grades:

Grade Distribution:

Midterm Exam 1	100 points
Midterm Exam 2	100 points
Midterm Exam 3	100 points
Optional, cumulative Final Exam	100 points replace the lowest midterm exam score

Exams: There will be three online midterm exams given during the semester and an **optional** cumulative online final exam. If you are happy with your course grade after the third midterm exam you do not have to take the final exam. However, if you feel you could do better you can take the cumulative final exam and use it to replace the lowest midterm score. If you ever missed a midterm exam, you must take the final exam to replace the "0" on your missed midterm. All exams will be online and given during the class times. You may use the resources posted on Canvas. However, you may **not** contact another person using email, texting, etc.

Students who choose to take the optional final exam are required to submit the form. The form will be available on Canvas and the submission deadline is Tuesday, May 4. The exam will be online and given according to the university's final exam schedule. There will be no consideration given to students who wish to take the final exam early.

Exams will typically be comprised of multiple-choice questions. A student who begins an exam late will not be given extra time at the end of the examination period.

Make-up Exams: Students who miss an exam may be allowed to take a make-up exam, if all the following requirements are satisfied:
1.) You missed the exam due to illness or university-excused absence. Notes: Missing an exam due to "I forgot, I did not know, I thought the exam started at……., I set an alarm but I did not hear it, I had a doctor appointment, I had a court date, I had job conflicts, I had family responsibilities, or other reasons" do not constitute excuses.
2.) You must have a written excuse that I can keep in my files explaining the reason for missing the exam. For example, if you were ill, you must have a written excuse from your physician or from the University Health Center stating that you were too ill to take an exam. In the event of a death in the family, you must provide written verification. (Note: I verify any written excuses to confirm they satisfy the first requirement above.)
3.) You must notify me by **the end of the first working day** after the missed exam. The easiest way to notify me is via e-mail at htseng@uncc.edu.

Students who miss an exam and do not meet each of the requirements above will receive a score of **zero** for the exam. Students who miss two exams will get an "F" for the course grade.

Homework Assignments: There will be no formal homework assigned. However, I encourage you to work on the problems in the back of each chapter. I will be happy to work through problems from the text at your request.

Bonus Opportunities: There are extra credit opportunities. You may earn extra credits from online quizzes which will be given during class times. **No** make-up for these opportunities for whatever reason.

The course grade is determined by the following formula and scale:

$$Average(\%) = \frac{Exam1 + Exam2 + Exam3 + Bonus}{300}$$

A = 90% or above
B = 80% - 89.9%
C = 70% - 79.9%
D = 60% - 69.9%
F = below 60%

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 socioeconomic status.

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Tentative Course Schedule: **Please note that the course schedule may be adjusted due to time constraints or the university's change of plan.**

Day	Topic	Chapter/s
Thursday, January 21 (zoom meeting 1:00 – 2:15 pm)	Course Overview and Basic Economic Concepts Review	
Tuesday, January 26	Introduction to Economic Decision Making and Math Review	Chapter 1
Thursday, January 28	Optimal Decision Using Marginal Analysis	Chapter 2
Tuesday, February 2	Optimal Decision Using Marginal Analysis	Chapter 2
Thursday, February 4	Quiz 1 Demand Analysis and Optimal Pricing	Chapter 3 (pp.59-77)
Tuesday, February 9	**Spring Break**	
Thursday, February 11	**Spring Break**	

Tuesday, February 16	Quiz2	
	Demand Analysis and Optimal Pricing	Chapter 3 (pp.59-77)
Thursday, February 18	Demand Analysis and Optimal Pricing	Chapter 3 (pp.59-77)
Tuesday, February 23	Quiz3	
Thursday, February 25 (zoom meeting 1:00 – 2:15 pm)	Midterm Exam 1 Review	
Tuesday, March 2	**Midterm Exam 1**	
Thursday, March 4	Estimating and Forecasting Demand	Chapter 4
Tuesday, March 9	Estimating and Forecasting Demand	Chapter 4
Thursday, March 11	Quiz 4	
	Production	Chapter 5 (pp. 146-155, 161-163)
Tuesday, March 16	Production	Chapter 5 (pp. 146-155, 161-163)
Thursday, March 18	Quiz 5	
	Cost Analysis	Chapter 6 (pp. 175-195)
Tuesday, March 23	Cost Analysis	Chapter 6 (pp. 175-195)
Thursday, March 25	Quiz 6	
Tuesday, March 30 (zoom meeting 1:00 – 2:15 pm)	Midterm Exam 2 Review	
Thursday, April 1	**Midterm Exam 2**	
Tuesday, April 6	Perfect Competition	Chapter 7 (pp. 214-224)
Thursday, April 8	Quiz 7	
	Perfect Competition	Chapter 7 (pp.214-224)
Tuesday, April 13	Perfect Competition	Chapter 7 (pp.214 -224)
Thursday, April 15	Quiz 8	
	Monopoly	Chapter 8 (pp.244-255)
Tuesday, April 20	Monopoly	Chapter 8 (pp.244-255)
Thursday, April 22	Quiz 9	
Tuesday, April 27 (zoom meeting 1:00 – 2:15 pm)	Midterm Exam 3 Review	
Thursday, April 29	**Midterm Exam 3**	
Tuesday, May 4	Decision on Optional Final Exam Turn in Optional Final Exam Form	
To be determined by the university	**Optional Cumulative Final Exam**	