Economics 3125-090, Managerial Economics
Tues/(Hybrid) 6:30 – 7:45 pm, Friday 142
Spring 2014

Instructor: Dr. Matt Metzgar
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Office Hours: 12:00 – 2:00 pm Monday
12:00 – 2:00 pm Wednesday

Teaching Assistants: Mike Dong (sdong4@uncc.edu) & TBA

Pearson Education
ISBN: 9780321566447
Note: With the purchase of the physical textbook at the bookstore, an access code will be provided for the E-textbook and MyEconLab
Additional note: Access to the E-textbook and MyEconLab can be purchased online.

Clicker (required): You will need a Turning Technologies Clicker for every class.

Course Meetings: This is a hybrid course, so generally the class will only meet during the first half of the Tuesday session. The one exception to this is a full-length class meeting on Tuesday, April 24th.

Course Description: 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 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 equations. 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.

Prerequisites: ECON 2102, MATH 1120 or 1241, STAT 1220, and INFO 2130. It is assumed that you have not only completed these courses but have also mastered the material. Students with deficient backgrounds will need to commit extra time to this course.
Grading Basis: Grades will be based upon four categories:

- Online Homework, Online Quizzes, & Study Plan thru MyEconLab
- Group Performance Tasks
- In-Class Clicker Questions
- Cumulative Exams

Online Homework: These assignments will be due before specific class periods. You may use any resource to help answer the homework questions. You will have unlimited attempts on the questions. Students are encouraged to work together on the homework.

Online Quizzes: These quizzes will be due before certain class periods. You will have two attempts on each quiz.

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.

Group Performance Tasks: There will be 3 performance tasks that will be given throughout the semester. Students can work alone or in a group of 3 students maximum. The dates for the tasks are posted below. Points will be deducted for any late assignments as specified on the assignment. If a student wishes to challenge a performance task grade, this challenge must be made within 1 week of the performance grade being posted.

Exams: There will be three exams during the semester. These exams are cumulative. Exam 1 covers the material from the first third of the course. Exam 2 covers the material from both the first third and the second third, though it will be weighted more towards the second third. The same holds true with Exam 3. This is done to promote long-term retention of the material.

The lowest exam will be dropped out of the 3 exams and the final. Yes, the final can be dropped if a student is satisfied with his or her grade after the first 3 exams.

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 will be taken via clickers. The final exam is cumulative.

Exams and Clickers: Exam #2 and the final exam are taken via clickers. If a student forgets his clicker for an exam or the final, the score is zero (though remember one exam can be dropped). If a student forgets his or her clicker for a given day, the score is zero.

Makeup Exams: If traveling on official University business, a similar multiple-choice makeup exam will be available. For all other absences, no makeup exams will be given.
**Grading:**

- Online Homework: 15%
- Online Quizzes: 10%
- Online Study Plan: 5%
- Group Performance Tasks: 15% (3 x 5%)
- In-Class Clicker Questions: 5% (drop lowest 3 days)
- Exams: 50% (best 3 of 4)

**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 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.

FAQ:

Do you give partial credit on exams? No. I teach large classes so this is not feasible.

If I forget my clicker, then I can’t take the in-class exam? This is correct. I will enforce the policy.

Outline: Chapters 1, 2, 3, 5, 6, 8, 9

Schedule:

Thurs, Jan 9
Welcome, Hand out Syllabus, Discussion of Teaching Methods

Tues, Jan 14
MyEconLab Overview, Access Codes, Clicker Overview

Thurs, Jan 16
Chap 2 Homework

Tues, Jan 21
Chap 2

Thurs, Jan 23
Study Plan

Tues, Jan 28
Chap 2
Thurs, Jan 30
Chap 3 Homework

Fri, Jan 31 – Group Performance Task #1 posted

Tues, Feb 4
Chap 3

Thurs, Feb 6
Study Plan

Tues, Feb 11
Chap 3

Thurs, Feb 13
Study Plan, Group Performance Task #1 Due

Tues, Feb 18 – Cumulative Exam #1 - Online
Chap 2 & 3

Thurs, Feb 20
Chap 5 Homework

Tues, Feb 25
Chap 5

Thurs, Feb 27
Study Plan

Tues, March 4 – Spring Break/No classes

Tues, March 11
Chap 5

Thurs, March 13
Chap 6 Homework

Fri, March 14 – Group Performance Task #2 posted

Tues, March 18
Chap 6

Thurs, March 20
Study Plan

Tues, March 25
Chap 6
Thurs, March 27
Study Plan, **Group Performance Task #2 Due**

**Tues, Apr 1 – Cumulative Exam #2 – In-Class via Clickers**
Chap 5 & 6

Thurs, Apr 3
Chap 8 Homework

Tues, Apr 8
Chap 8

Thurs, Apr 10
Study Plan

Fri, Apr 11 – Group Performance Task #3 posted

Tues, Apr 15
Chap 8

Thurs, Apr 17
Chap 9 Homework

**Tues, Apr 22 – Possible Full-Length Session**
Chap 9

Thurs, Apr 24
Study Plan, **Group Performance Task #3 Due**

**Tues, Apr 29** - **Cumulative Exam #3 – Online**
Chap 8 & 9

**Thursday, May 8** - **Final Exam – via Clickers, at 2:00 pm – 4:30 pm, in the same classroom**
References:


