

Managerial Economics – Fall 2019

ECON 3125

Section 091

5:30pm – Friday 142

Instructor: Eric Taylor
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Office Hours: Thursdays 5:00pm
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COURSE PRE-REQS

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

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.

TEXTBOOKS

Required: Managerial Economics – by Matt Metzgar
TopHat Publishing: <https://app.tophat.com/e/919601/>
Link can be found in Canvas as well

GRADES & EXAM POLICIES

Grades consist of two main components, 1) an exam average (80%) and 2) homeworks (20%). The exam average will contain three exams (each exam is comprehensive). All exams are equally weighted. All exam grades are kept, none are dropped. Homework assignments are located within the eBook itself. Questions in the chapter and at the end of the chapter are assigned. Letter grades are assigned using a standard 10 point grading scale. 90% and above for an A, 80% and above for a B, 70% and above for a C, 60% and above for a D. Anything less is failing. At the end of the semester, I will round final averages to the nearest whole number, otherwise grades are recorded as accurate as mathematics allows. To that end, a final average of 69.49 is a D.

ATTENDANCE

Attendance is taken regularly each week by a sign-in sheet. Regular class attendance is often required to remain entitled to financial aid, veterans' benefits and/or scholarships. Please note, students that stop attending mid-semester are not automatically removed from the class. That must be done by the student.

WITHDRAWALS

When a student determines that he/she will be unable to complete courses in which he/she is currently enrolled, it is the student's responsibility to initiate procedures leading to a formal withdrawal ("W") in order to avoid a failing ("F") grades.

<https://provost.uncc.edu/policies/academic/withdrawals>

ACADEMIC INTEGRITY

Students have the responsibility to know and observe the requirements of the UNCC Code of Student Academic Integrity. The Code forbids cheating, fabrication, falsification, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Academic evaluation in this course includes a judgment that the student's work is free from academic dishonesty of any type; grades should be and will be adversely affected by academic dishonesty. Students violating the Code can be expelled from UNCC. 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. Students are expected to report cases of academic dishonesty to the course instructor.

COURSE SCHEDULE (WARNING: Dates are tentative)

Aug 22	Introduction – Chapter 1 and Chapter 2
Aug 29	<i>2019 Charlotte 49ers Football Season Opener (no class)</i>
Sept 5	Chapter 2 and Chapter 3
Sept 12	Chapter 3 and Chapter 4
Sept 19	Chapter 4
Sept 26	• Exam 1
Oct 3	Chapter 5 and Review Exam 1
Oct 10	Chapter 5 and Chapter 6
Oct 17	Chapter 6
Oct 24	• Exam 2
Oct 31	Chapter 7 and Review Exam 2
Nov 7	Chapter 7 and Chapter 8
Nov 14	Chapter 8 and Chapter 9
Nov 21	Chapter 9
Nov 28	Open Questions Day / Prep for Final
Dec 5	<i>Reading Day (no class)</i>
Dec 12	• Exam 3 (from 5:00 – 7:30pm)

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.