The Economics of Business Decision Making
Summer 2018

Instructor: Ted Amato
Office: 220-A Friday Building
Phone: Office, 704-687-7711
Home: 704-896-7736 (Do not call after 9:00 PM)
email: Ltamato@uncc.edu
Office Hours:
Main Campus: M, T and R, 1:30-2:00
Uptown Center: T 5:00-5:30 immediately following MBA class


Course Description: The Economics of Business Decisions: 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 economic issues.

Course Objectives: The objective of this course is to master basic microeconomic and econometric concepts and apply these concepts to business decision problems.

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.

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.

End of Chapter Problems: I will recommend problems in the back of each text chapter, although I will not assign these as formal homework. I will be happy to work through problems from the text at the beginning of each class period at student request. If you are absent when a problem is initially covered in class, please see me individually with questions regarding that particular problem. Repeatedly going over the same problem is not a good use of class time. For previous editions of the book the publisher made available a study guide including completed problems. I previously required the study guide as part of the course package. The publisher elected to not include the study guide in the package for this edition. Students may find it beneficial to purchase a copy of the study guide from a previous edition via the internet.

Attendance: A sign-up sheet will circulate each class to record attendance. Signing the sheet for another student is a violation of the academic integrity code and will be prosecuted to the fullest extent permitted under the UNC-Charlotte academic code. While there are no formal attendance standards for the course, attendance will be considered in student assessments, particularly in marginal grade cases. I fully understand that working professionals may be required to miss a class or two due to work obligations. If your work schedule is likely to result in more than an absence or two, you may wish to consider taking this course another semester.
**Grading Basis and Examination:**

Grades will be based upon two tests, group computer project and cumulative final exam. The tests, exam and group project will be weighted as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test 1</td>
<td>30%</td>
</tr>
<tr>
<td>Test 2</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project</td>
<td>10%</td>
</tr>
<tr>
<td>Exam</td>
<td>30%</td>
</tr>
</tbody>
</table>

Letter grades are assigned as follows:

- A 90-100
- B 80-89
- C 70-79
- U Below 70

Grades are rounded to the nearest whole percentage.

**Group Computer Project:**

Students will work in teams of three or four students to complete a group regression project. You will self-select team members during the first class. Data will be made available from the faculty member for students to analyze or students may elect to use their own data. Regardless of the data used, students must submit a project proposal at the beginning of class July 10. The proposal should specify the dependent and independent variables, provide a short explanation justifying the model and state the data source(s) for the project. The computer project report is due in hard copy format at the beginning of class August 2. **Projects will not be accepted late.** Students are to formulate a hypothesis regarding the data, estimate a linear model and discuss results. You are not to consult or work with any individual outside your group. Students may pose questions to me either before or after class. The project write-up is limited to 6 pages excluding tables. Exceeding the page limit will reduce your project grade.

**Missed Tests:**

Students who know in advance that they must miss a test for work related reasons may take a test early at a mutually agreed upon time. It is expected, however, that students arrange their work schedule so as to minimize the need for early testing. Makeup tests are administered after the original test date only for extreme situations such as illness, death in the family etc. Determination of extreme circumstance is at the discretion of the instructor.

**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 submission 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.

**Title IX Reporting Responsibilities:**
UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

Please be aware that many UNC Charlotte employees, including all faculty members, are considered Responsible Employees who are required to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.

Course Outline

July 5 Calculas Techniques, Chapter 2, Lecture Notes, Begin Demand Analysis, Chapter 4 Lecture Notes (Note: Students with weak backgrounds in economics may choose to review chapter 3).

July 10 Conclude Demand Analysis, Begin Demand Estimation, Chapter 5 Lecture Notes

July 12 Conclude Demand Estimation

July 17 Test 1, Begin Production Analysis, Chapter 7,

July 19 Finish Production Analysis, Begin Cost Analysis, Chapter 8

July 24 Finish Cost Analysis, Begin Competition Chapter 10, Monopoly Chapter 12 (Delete Monopsony PP. 475-479).

July 26 Conclude Chapter 12, Begin Imperfect Competition, Chapter 13

July 31 Test 2, Conclude Chapter 13,

Aug 2 Game Theory, Chapter 14

Aug 7 Pricing, Chapter 15

Aug 9 Final Examination, 5:30-8:30 (Note difference in CCB exam time from those posted in exam schedule)

The syllabus may be amended to address time constraints.