

MBAD 6112M
Economics of Business Decision Making
Belk College of Business Administration
Fall 2014

Instructor: Artie Zillante
 E-mail: azillant@uncc.edu

Course Description

MBAD 6112, The Economics For Business Decisions: Prerequisites, MBAD 5112, 5113, 5141, and 5142 or equivalent. Economic concepts in the business decision making process. Topics include scarcity, marginal analysis, and tools of optimization, demand and supply analysis, and market structure, economic efficiency, regression analysis, and game theory and international economic issues.

Course Objectives:

This course develops various applied economic tools for the purpose of solving business problems. The course is intended to acquaint you with various concepts from microeconomics and basic econometrics and apply these to business situations. The course assumes that you have some basic background in economics, rudimentary calculus and statistics.

Required Text:

Hirschey, Mark, 2009, Managerial Economics, 12th edition, Mark Hirschey, Southwestern Publishing Company, ISBN#=978-0-324-58886-6

Grading:

Grading is based upon two tests taken during videoconference times and a team class project. The two exams and project are weighted equally. The team project is due in electronic form before class meeting time on Wednesday, December 3. Each team should email the project to me with a copy to Melissa Castañeda Quintero [melissacq@itesm.mx].

Test scores are computed as a percentage correct with final grades determined as follows:

Average Percentage	Letter Grade
90-100%	A
80-89%	B
70-79%	C
Below 70%	U

Attendance and Class Participation

Students are expected to attend all classes and to participate in the classroom discussion. Students who miss more than 25% of the total course hours, including videoconferences, cannot pass the course.

Website

Some materials will be available on the coursepage of my UNC Charlotte website, <http://belkcollegeofbusiness.uncc.edu/azillant/MBAD6112.html>. That page will contain lecture notes, problem sets, and other course related material. It is not a restricted page so you can access it without logging in to any system.

Tentative Course Outline (may be adjusted due to time constraints):**Wednesday, September 24, Videoconference**

Discuss course structure, project; review economic optimization and supply and demand
Chapters 1-3

October 3-4

Chapter 4 Demand Analysis
Chapter 5 Demand Estimation
Chapter 7 Production Analysis
Chapter 8 Cost Analysis

Wednesday, October 15, Videoconference

Introduce market structure (chapter 10), work on group projects

October 24-25

Chapter 11 Competitive Markets
Chapter 12 Monopoly
Chapter 13 Monopolistic Competition and Oligopoly

Wednesday, October 29, Videoconference

Test 1 during videoconference time (Proctor)

November 14-15

Chapter 14 Game Theory
Chapter 15 Pricing Practices

Wednesday, December 3

Test 2 during videoconference time (Proctor)
Projects due in electronic form before exam begins

Academic Integrity

Each student is expected to behave according to the UNC Charlotte academic integrity code.

Academic dishonesty is not tolerated by the Belk College of Business or these instructors. Students have the responsibility to know and observe the requirements of the UNCC Code of Student Academic Integrity (this Code is online at <http://www.legal.uncc.edu/policies/ps-105.html>). 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. Violations will be dealt with in the manner specified the Code. Students observing violations of the Code are expected to report this to the instructors.

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.