

ECON 5313: Decisions and Strategy ONLINE Course Syllabus

University of Texas at Arlington, SUMMER 2018

This course will be administered through Blackboard: elearn.uta.edu

Instructor Details

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Email is the quickest way to reach me.

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In-Person Office Hours: by appointment

Course Description and Student Learning Outcomes

This course applies tools from economic theory and its methods to business and managerial decision-making in order to achieve goals and objectives of organizations in the most efficient way. Thus, this course will provide an understanding of how to link economic theory with quantitative methods to formulate managerial decision-making regarding pricing, cost determination, market structure, organization, and strategic competition. The course provide an atmosphere for students to apply these basic tools to practical business problem solving.

This course will prepare you to:

- demonstrate a sound understanding of various economic concepts (such as demand analysis; production, cost, and profit analysis; market structure, strategic behavior, and pricing; investment decisions; and risk, uncertainty, and incentives) in business and administrative decision-making
- apply appropriate techniques to obtain efficient solutions to problems pertinent to firms.

Prerequisites

ECON 5311 or equivalent

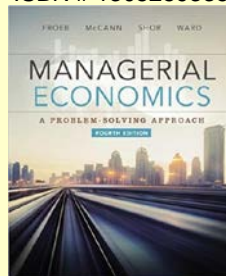
Readings

The required book is available online through Blackboard.

In addition to the required book, a number of required articles, videos, and other commentary are posted on Blackboard.

Required Book

Froeb, Luke M. et al.,
Managerial Economics: A
Problem-Solving Approach,
4th edition.
ISBN # 1305259335



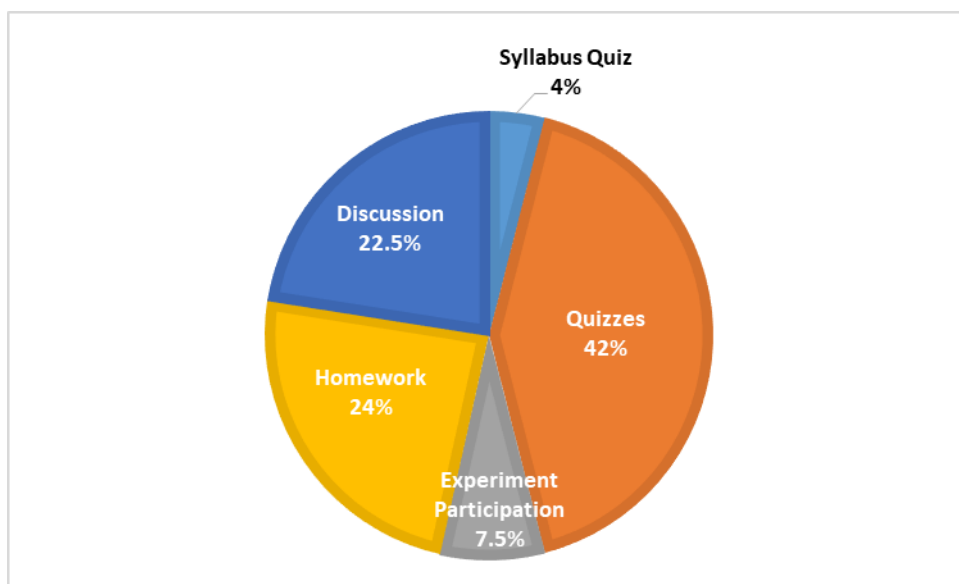
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Assessment

Your grade will be determined by a syllabus/scavenger hunt quiz, Moblab experiment participation, three homework assignments, seven quizzes (lowest one dropped), and five graded discussion board posts. The percentage of total points will be allocated as follows:

Syllabus Quiz	4%
Experiment Participation (1.5% for each of 5 weeks):	7.5%
Quizzes (7% each, six highest):	42%
Discussion Board Posts (4.5% each):	22.5%
Homework (8% each):	24%



Your letter grade will be determined by the percentage of total points earned as follows:

A	90% and above
B	80 – 89.99%
C	70 – 79.99%
D	60 – 69.99%
F	below 60%

I do not curve individual assignments and rarely final grades. I only assign incompletes in the course for documented health/family emergencies. Please do not ask me to assign an incomplete if you intend to drop the course but forget to do so.

Grades will be posted on Blackboard throughout the course. Please use the grade calculator posted on the HomePage on Blackboard (or the percentages above) to determine your assessment progress throughout the semester.

Assignments

Each module's link on the Blackboard course menu contains an introductory section, a list of tasks and assignments, readings, lectures and media, ungraded practice questions, and deliverables (assignments).

Syllabus Quiz

The Syllabus/Scavenger Hunt Quiz can be completed while looking at the syllabus and other course materials on Blackboard. The goal is to familiarize yourself with course format and policies and to make sure you can navigate the course and use the grade calculator. I want to make sure everyone knows how to calculate their grade as the semester progresses, so that everyone knows where they stand at any point in time throughout the course. Answers to the quiz will be available on Blackboard after the due date. Therefore, no late submissions are accepted.

Quizzes

You should complete these on your own, without collaboration. Once you have taken a quiz, do not discuss it with anyone who has not yet taken it. Also, before you take a quiz, do not discuss it with someone who has already taken it.

Late quizzes will **NOT** be accepted. They must be submitted (not just begun) by the specified deadline. Answers will be available on Blackboard after the due date. The lowest score of the seven weekly quizzes will be dropped.

They will be administered on Blackboard using Lockdown Browser, available for download on your Blackboard main page. This requires having a camera in your laptop or a webcam attached to your monitor. You may take as long as you need but must complete the quiz once you have begun. There is more information about using Lockdown Browser under "Start Here" on the course menu.

Graded Discussion Board Assignments

Discussion board assignments will involve an initial post by each of you, in response to a question that I pose, followed up by at least two reply posts. These reply posts will be responses to classmates' initial posts and/or follow-ups to how others have replied to your initial post.

Please see the "Start Here" module on Blackboard for detailed discussion board information, including guidelines, suggestions, and the grading rubric. Make sure to look at the grading rubric before posting. Late discussion board assignments will **NOT** be accepted.

Homework

There are three homework assignments, which are mostly problem-based assignments. Before these are due, I will help in live Blackboard Collaborate Ultra sessions and/or post videos to help you complete them. Your completed homework assignment should be uploaded to Blackboard as one **Microsoft Word file or PDF file**. PDF files are preferred. Please do not upload multiple JPEG or PNG files. Make sure to paste any pictures into a Word document first, and then save the Word file as a PDF file. Recent versions of Word have the capability to save documents as PDF files by going to File -> Save as Adobe PDF. If your Word version does not have this, you can download free software to turn any document into a PDF file here: <http://www.cutepdf.com/Products/CutePDF/writer.asp>. The apps ScannerPro or AdobeScan are other options that create a PDF from pictures taken with your phone.

Late homework assignments will be **NOT** be accepted. You may discuss your homework assignments with one another, but you should do your own thinking and turn in your own work. In other words, do not copy someone's work or turn in someone else's work as your own. Doing so will result in not getting credit for the assignment and a referral to the Office of Student Conduct. The best way to avoid this is not to share any documents or pictures of homework with anyone else.



Experiment Participation

You will participate in several interactive experiments this semester through a platform called Moblab. The experiments are for a participation grade only, but we will use some of the data collected in the experiments for homework assignments, discussions, and quizzes.

Participating in most of the experiments does require that you log into the experiment at a certain time, but I will give you several time slots to choose from. Moblab is not free, but it will only cost you \$12 for the semester. To register for Moblab, follow the instructions given in the “Start Here” module on the course menu.

Course Schedule

Below are the topics we will cover in the course. The course technically ends on July 19, but I will give you some extra time to complete the last module if you desire.

A detailed course schedule can be found on the HomePage on Blackboard, including all due dates for assignments. I reserve the right to change the schedule, but I will post an updated one if I do so as well as notify you of any changes via email.

I highly recommend that you print out the course schedule on the HomePage and keep it in a convenient place, as well as add all due dates to your calendar.

Module	Topic	Dates
1	Using Economics in Business Problem-Solving	June 5 - 11
2	Benefits, Costs, and Decisions	June 12 - 18
3	Demand & Optimal Pricing	June 19 - 25
4	Market Structure	June 26 - July 2
5	Complex Pricing & Price Discrimination	July 3 - July 9
6	Strategic Games, Bargaining, & Uncertainty	July 10 - July 16
7	Principal Agent Problems & Organizational Design	July 17 - July 23

Expectations

Treat this syllabus as a contract that you have “signed” by enrolling in the course. You are responsible for remembering all deadlines. I reserve the right to make changes to the syllabus during the semester, although I will try not to do so.

This online course is designed to cover the same content and same amount of material as a traditional face-to-face course. The face-to-face version of this course meets for over 2.5 hours per week, for a full 17-week semester. A generally-accepted rule of thumb is that for every hour spent in class, you should spend approximately two to three hours outside of class studying. So, a student taking the face-to-face class should spend at least 5 hours a week outside of class studying.

Given the condensed nature of this course, this means you should expect to be spending quite a few hours per week on this course to earn a high grade! As an online learner, the total amount of time you will spend working on this class will vary from person to person and week to week.

Watch the slideshow below for some tips on being a successful online learner:

<http://www.slideshare.net/SidneyEve/quick-start-guide-for-online-students>

Communication

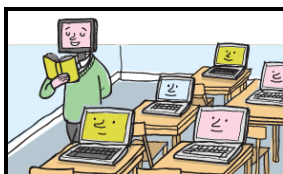
I will communicate with you mainly via email, weekly video or audio messages, and through several live (recorded) sessions to help with homework on Blackboard Collaborate Ultra.

Please check your university-provided email account daily! Email is definitely the best way to reach me. I will answer as quickly as possible. Barring extenuating circumstances, you can expect a response within 24 hours (usually sooner).

If you need assistance with something that can't be answered via email, I am happy to arrange a phone call or Collaborate Ultra session with you.

There is a “General Group Discussion Board” on the Course Menu that you may post in anytime to seek help from your classmates. If you can't find an answer to your question, please email me. If I think that others can benefit from the answer to your question, I will either email the class or post a message or video in the discussion board.

I am not in my UTA office very much over the summer. If you try to reach me on my office phone, please do not leave a message and expect me to get back to you in a timely manner. I do not check phone messages nearly as frequently as email, as the telephone does not visually indicate that a message is waiting for me. However, feel free to call me, and I will happily talk to you if I am in the office.



Academic Integrity

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

According to the UT System Regents' Rule 50101, §2.2, "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

More specifically related to this course, academic dishonesty includes copying someone else's work or representing someone else's work as your own when doing homework; communicating with other individuals while taking a quiz; discussing quiz content with anyone who has already taken a quiz or has yet to take a quiz; and referencing books, notes, the internet, or "cheat sheets" during quizzes (except when authorized). Violators will automatically receive a grade of zero on the assignment or exam. Anytime a penalty is imposed the matter must be reported to the Office of Student Conduct.

Administrative Policies

Drop Policy

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Drops can continue through **July 19 for the Summer 2018 Semester**. **Note: I am unable to sign a drop form after the official deadline.** It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how

to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Student Support Services

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

The IDEAS Center (2nd Floor of Central Library) offers free tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

Electronic Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Disability Accommodations

UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of **a letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit www.uta.edu/eos.

Title IX Policy

The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>