

ECON 5313: Decisions & Strategy
ONLINE Course Syllabus
May – July, 2020

Instructor Information

Instructor

Christy Spivey

**Office Number**

College of Business (COB), Room 328. I am not in my office due to the pandemic.

Office Telephone Number

I do not have a phone in my office.

The Economics department number is 817-272-3061.

Email Address

cspivey@uta.edu

Faculty Profile

<https://mentis.uta.edu/explore/profile/christy-spivey>

Office Hours

Due to social distancing recommendations, I will not have in-person office hours.

I will schedule phone calls and virtual meetings upon request.

Course Information

Section Information

ECON 5313-501

Class Meetings

This course is online and will be administered through Canvas: uta.instructure.com. No in-person meetings are required.

Description of Course Content

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.

Student Learning Outcomes

This course will prepare you to:

- explain 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 Economic Analysis or equivalent

Required Textbooks and Other Course Materials

Fröeb, Luke M. et al., Managerial Economics: A Problem-Solving Approach, 5th edition. The required book is available online through Canvas. However, you can rent the book or purchase an older version. The only downside to not purchasing through Canvas is access to fewer practice problems. In addition to the required book, a number of required articles, videos, and other commentary are posted on Canvas.

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 (graded 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.



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.

You can log into Moblab and participate in an experiment at any time during the given week that it is assigned, prior to the due date. In some cases you will be playing a game with a partner or a group, and that means you will be playing with others logged in to the game at the same time. Moblab is not free, but it will only cost you \$18 for the semester. To register for Moblab, follow the instructions in the Getting Started module in Canvas.

Weekly 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 Canvas after the due date and must be viewed through Respondus Lockdown Browser. **The lowest score of the seven weekly quizzes will be dropped.**

They will be administered on Canvas using Respondus Lockdown Browser + Webcam. 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 one you have begun. There is more information about using Lockdown Browser + Webcam in the Getting Started module in Canvas.

During quizzes, you may use a 3"x5" note card written on the front and back, one blank piece of scratch paper, a pen or pencil, and a non-graphing calculator. All of these items must be shown to the camera when Respondus Lockdown Browser is launched.

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 Getting Started module in Canvas 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.

You can expect discussion board assignments to be graded within 72 hours after the replies are due.

Homework

There are three homework assignments, which are mostly problem-based assignments. There are videos posted to help with them, and I will help in live Canvas Conferences sessions (instructions on how to participate forthcoming).

Your completed homework assignment should be uploaded to Canvas as **one Microsoft Word file or PDF file**. 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. Alternatively, many apps exist that can turn multiple phone pictures into a PDF file.

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.

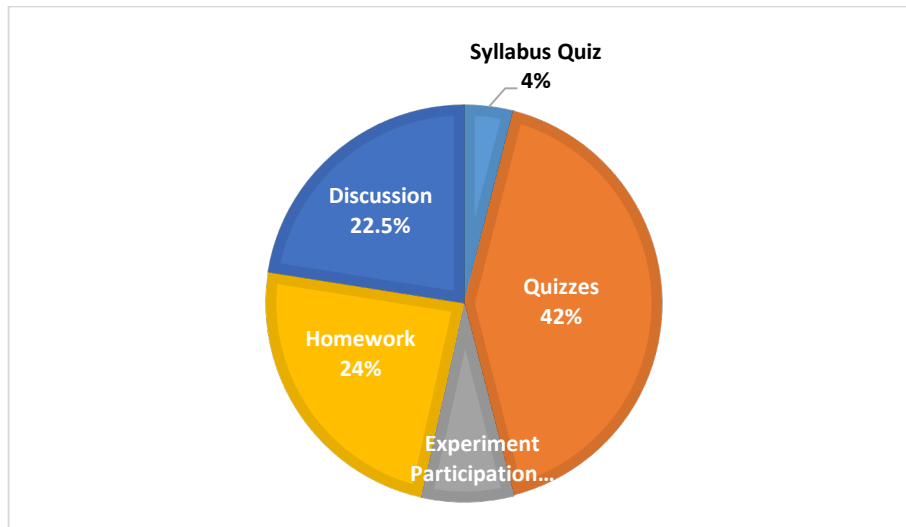
You can expect homework assignments to be graded within 96 hours after the due date.

Grading Information

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:

<i>Syllabus Quiz</i>	4%
<i>Experiment Participation</i> (1.5% for each of 5 modules)	7.5%
<i>Quizzes</i> (7% each, six highest)	42%
<i>Discussion Board Posts</i> (4.5% each)	22.5%
<i>Homework</i> (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 or 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.

Please use the **grade calculator** on the Home Page to determine your assessment progress throughout the semester.

Course Schedule

A detailed course schedule is below, including all due dates for assignments. It can also be found on the Home Page on Canvas as an Excel spreadsheet. 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 schedule and keep it in a convenient place, as well as add all due dates to your calendar.

Module & Dates	Topic	Learning Objectives and Associated Assignments
1: May 18 - 25	Using Economics in Business Problem-Solving	Identify the definition of some basic economic terms (Module 1 Quiz) Apply some basic economic concepts to solve simple economic problems (Module 1 Quiz) Identify ways in which companies create wealth in a capitalist economy (Module 1 Quiz) Discuss the rational actor paradigm as it relates to economics: What is the relationship between "greed," self-interest, wealth creation, and the free market (Moblab Games, Graded Discussion 1)
2: May 26 - June 1	Benefits, Costs, and Decisions	Distinguish between economic and accounting profits and costs, and fixed and variable costs (Module 2 Quiz) Identify sunk costs and hidden costs in the context of business decision-making (Module 2 Quiz) Apply the concept of opportunity cost in the context of business decision-making (Module 2 Quiz) Perform break even analysis to determine shut down decisions (Module 2 Quiz) Perform marginal analysis to determine extent decisions (Module 2 Quiz, Homework) Use the Excel Problem Solver Add-In to solve optimization problems (Module 2 Homework)
3: June 2 - 8	Demand & Optimal Pricing	Identify the components and characteristics of a demand curve (Module 3 Quiz) Construct the demand curve of a product using regression analysis (Module 3 Homework) Calculate and interpret various elasticities (Module 3 Quiz, Homework) Apply elasticity of demand concepts as a quantitative tool to forecast changes in revenues, prices, and profits (Module 3 Quiz) Identify the effect of pricing decisions on revenue and profitability (Module 3 Quiz)
4: June 9 - 15	Market Structure	Identify various types of market structure (Module 4 Quiz) Assess to what extent specific markets function as perfectly competitive markets (Module 4 Quiz, Discussion) Predict industry changes by determining how market factors influence demand and supply (Module 4 Quiz) Determine equilibrium in a market with and without government intervention (Module 4 Quiz, Moblab Game) Identify strategies to increase sales and profits (Module 4 Quiz) Distinguish between short-run and long-run equilibrium, costs, and profits (Module 4 Quiz, Moblab Game)
5: June 16 - 22	Complex Pricing & Price Discrimination	Identify the goal and benefits to the firm of price discrimination (Module 5 Quiz, Moblab Game) Identify conditions that need to exist in order for price discrimination to be possible (Module 5 Quiz, Discussion, Moblab Game) Identify strategies that enable firms to generate additional sales and profit (Module 5 Quiz, Moblab Game, Discussion) Analyze whether variations in prices are due to price discrimination or to variation in costs (Discussion) Determine the optimal price, quantity, and profits under price discrimination (Module 5 Quiz, Moblab Game)
6: June 23 - 29	Strategic Games, Bargaining, & Uncertainty	Solve simple strategic games by determining best responses and the Nash Equilibrium (Module 6 Quiz, Moblab Games) Decide how various situations affect bargaining power (Module 6 Quiz) Make simple business decisions under uncertainty (Module 6 Quiz) Solve simple difference-in-difference problems (Module 6 Quiz) Discuss how the games played in the module compare to what theory would predict and what might happen in the real world (Discussion)
7: June 30 - July 6	Principal Agent Problems & Organizational Design	Identify conditions under which moral hazard and adverse selection occur (Module 7 Quiz, Moblab Games) Solve simple adverse selection problems (Homework) Devise solutions to principal-agent problems (Module 7 Quiz, Homework, Moblab Games) Discuss strategies to increase worker productivity (Module 7 Discussion)

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.

Online Learning

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.

Online courses can seem more time-consuming than face-to-face courses, as time spent on an online class includes time normally spent in lecture in a face-to-face class PLUS study time and time spent working on assignments.

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 on Canvas Conferences. If for some reason you need assistance with something that can't be answered via email, I am happy to arrange a phone call or Canvas Conferences session with you.

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).

There is a “Course Q&A Discussion Board for Students” under the Getting Started module 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.

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.

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. 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. Additional information is available at <https://www.uta.edu/conduct/>. Faculty are encouraged to discuss plagiarism and share the following library tutorials <http://libguides.uta.edu/copyright/plagiarism> and <http://library.uta.edu/plagiarism/>

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**
- **emailing another student your homework file, or sharing the file in another way**
- **communicating with other individuals while taking a quiz**
- **discussing or sharing quiz content with anyone who has already taken the quiz or has yet to take the quiz**
- **referencing books, the internet, or other material during quizzes (except when authorized)**
- **failing to report witnessed academic dishonesty, regardless of participating in it**

Violators will automatically receive a grade of zero on the assignment or exam and will be reported to the Office of Student Conduct.

Attendance

At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator of student success. Since this is an online course, physical attendance is not required. Your full participation in the course is required to do well.

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report must the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Canvas. This date is reported to the Department of Education for federal financial aid recipients.

Student Resources

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](#) by appointment, [drop-in tutoring](#), [mentoring](#) (time management, study skills, etc.), [major-based learning centers](#), [counseling](#), and [federally funded programs](#). For individualized referrals, students may call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at [Resource Hotline](#) (<http://www.uta.edu/studentsuccess/success-programs/programs/resource-hotline.php>).

IDEAS Center

The [IDEAS Center](https://www.uta.edu/ideas/) (<https://www.uta.edu/ideas/>) (2nd Floor of Central Library) offers **FREE** [tutoring](#) and [mentoring](#) to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

The English Writing Center (411LIBR)

The Writing Center offers **FREE** tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at the [Writing Center](https://uta.mywconline.com) (<https://uta.mywconline.com>). Classroom visits, workshops, and specialized services

for graduate students and faculty are also available. Please see [Writing Center: OWL](#) for detailed information on all our programs and services.

The Library's 2nd floor [Academic Plaza](http://library.uta.edu/academic-plaza) (<http://library.uta.edu/academic-plaza>) offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the [library's hours](#) of operation.

Librarian to Contact

Each academic unit has access to [Librarians by Academic Subject](#) that can assist students with research projects, tutorials on plagiarism and citation references as well as support with databases and course reserves.

Research or General Library Help

- [Academic Plaza Consultation Services](http://library.uta.edu/academic-plaza) (library.uta.edu/academic-plaza)
- [Ask Us](http://ask.uta.edu/) (ask.uta.edu/)
- [Library Tutorials](http://library.uta.edu/how-to) (library.uta.edu/how-to)
- [Subject and Course Research Guides](http://libguides.uta.edu) (libguides.uta.edu)
- [Librarians by Subject](http://library.uta.edu/subject-librarians) (library.uta.edu/subject-librarians)
- [Research Coaches](http://libguides.uta.edu/researchcoach) (<http://libguides.uta.edu/researchcoach>)
- [A to Z List of Library Databases](http://libguides.uta.edu/az.php) (libguides.uta.edu/az.php)
- [Course Reserves](https://uta.summon.serialssolutions.com/#!/course_reserves) (https://uta.summon.serialssolutions.com/#!/course_reserves)
- [Study Room Reservations](http://openroom.uta.edu/) (openroom.uta.edu/)

Institution Information

UTA students are encouraged to review the below institutional policies and informational sections and reach out to the specific office with any questions. To view this institutional information, please visit the [Institutional Information](http://www.uta.edu/provost/administrative-forms/course-syllabus/syllabus-institutional-policies.php) page (<http://www.uta.edu/provost/administrative-forms/course-syllabus/syllabus-institutional-policies.php>) which includes the following policies among others:

- Drop Policy
- Disability Accommodations
- Title IX Policy
- Academic Integrity
- Student Feedback Survey
- Final Exam Schedule

Emergency Phone Numbers

In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381.