

ECONOMICS 6450 Spring 2015

(February 10, 2015 version)

COURSE TITLE:

Managerial Economics (M,W 5:30-6:50 pm, Carrollton Campus). Any changes in the syllabus will be announced in class and a new version will be posted on the CourseDen site for the course.

COURSE DESCRIPTION:

The course will provide an overview of applied economic issues. Areas of focus will include microeconomic topics such as supply and demand, elasticity, market structure, antitrust policy, and regulation. Additional microeconomic topics will include the economics of information, decision analysis, game theory, the role of incentives, behavioral economics, and an examination of Michael Porter's model of competition and strategy. The course will also cover the impact of macroeconomics on managerial decision making including an examination of the fiscal policy, monetary policy, the financial markets, and the global economy. Other selected business economics topics will also be covered in the course.

INSTRUCTOR:

David Boldt dboldt@westga.edu; Office Phone: (678) 839-4771

OFFICE HOURS:

M-F 8:30 am-10:45 am, M,W 4:30-5:15 pm, and other times by arrangement. Please contact me by email if you would like to meet at a more convenient time.

REQUIRED TEXT AND OTHER RESOURCES:

Naked Economics, Charles Wheelan, W.W. Norton, 2010.

Trillion Dollar Economists, Robert E. Litan, Bloomberg Press, 2014.

Other supplemental resources (readings, videos, etc.) will also be utilized in the class. These will be available via the Internet or will be provided in class or on the CourseDen site (under "Readings"). These materials are also listed in the Course Outline. Lecture notes will also be posted in CourseDen.

PREREQUISITES: Graduate Status

EXPECTED LEARNING OUTCOMES:

Each student will demonstrate the ability to:

- 1) understand and utilize economic principles in managerial decision making (LG5)
- 2) identify how global economic trends impact organizations (LG3)
- 3) communicate effectively in both written and oral formats (LG1)

LG refers to the Master of Business Administration (MBA) learning goals which can be found at:
http://www.westga.edu/business/mba_business_administration.php

COURSE STRUCTURE/EVALUATION:

The class topics (and assignments) are listed below. Grades in the course will be assigned based on the following:

- i) Examinations---There will be three (3) examinations in the course. The dates for the examinations are listed below. Each examination will count for 26 percent of the course grade (total of 78 percent). The examinations will be in-class and will contain short answer (as well as MC) questions based on the lectures, class discussion, and assigned readings.
- ii) Class Participation and Short Papers--- Class participation will be measured in various ways including quiz grades, papers, presentations, and contributions to class discussion. Be prepared for an in-class quiz on “discussion days.” No make-ups will be allowed for any missed quizzes. Participation will count for 22 percent of your grade.
- iii) Extra Credit Points: These can be earned by attending/participating in an approved opportunity (up to two allowed). One option will be the RCOB BB&T Lecture on a date TBD. To receive credit, you must turn in a “response paper” which summarizes the key points and provides your feedback.

ACADEMIC POLICIES:

Please carefully review the information in the link below concerning the American with Disabilities Act, UWG Email Policy, UWG Credit Hour Policy and the UWG Honor Code.

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

During the semester, students in this course will generally spend 150 minutes per week of direct faculty instruction in the classroom. As a guide, students should expect to spend about 300 minutes per week outside the classroom on various assignments, reading the textbook, and in studying the course material.

ECON 6450 Course Outline, Test Dates, and Assignments

Class	TOPICS	Assignments (due by class date)
1 (1/5)	Intro to Course and Markets	Read Chapter 1 (Naked Econ), Chapters 1-2 (Trillion)
2 (1/7)	Incentives (discussion/quiz)	Read Chapter 2 (Naked Econ), View the Ted Talk Video (Dan Pink: <i>The Puzzle of Motivation</i> , available at www.ted.com) and a short presentation by Angela Dills http://www.learnliberty.org/videos/incentives-matter/
3 (1/12)	Information Economics	Read Chapter 5 (Naked Econ), Chapter 5 (Trillion)
4 (1/14)	Behavioral Economics (discussion/quiz)	Read <i>Marketplace of Perceptions</i> (posted in CourseDen). Also view <i>Mind over Money</i> . Available at http://www.pbs.org/wgbh/nova/body/mind-over-money.html .
5 (1/21)	Market Structure	Read <i>From Perfect Competition to Monopoly</i> article (posted in CourseDen)

6 (1/26)	Pricing Issues/Elasticity	Read <i>Simple Pricing</i> and <i>Price Discrimination</i> (both articles posted in CourseDen) and Chapter 3 (Trillion)
7 (1/28)	Student Presentations on pricing strategies (1-2 minute oral presentation)	Select a company. Discuss a successful or an unsuccessful pricing strategy of the company (in-class on 1/28). Also, turn in a typed summary (about 1 page). Include the source of your information. Due on 1/28.
8 (2/2)	Test I	
9 (2/4)	No Class Meeting (online assignment)	View the following Ted Talks lectures (found at www.ted.com): 1) Dan Ariely, <i>What Makes Us Feel Good about Work?</i> , 2) Rainer Strack, <i>The Workforce Crisis of 2030</i> , 3) Andrew McAfee, <i>What Future Jobs Will Look Like</i> and 4) Erik Brynjolfsson, <i>The Key to Growth</i> Also read Chapter 6 (Naked Econ) and <i>The Labor Market in the Aftermath of the Great Recession</i> (Daly, Marks). In CourseDen.
10 (2/9)	Labor Markets (discussion/quiz)	Be prepared for a discussion/quiz on the 2/4 assigned readings/talks.
11 (2/11)	Government, Business, and the Economy	Read Chapters 3,4 and 8 (Naked Econ) and Chapters 9-11 (Trillion)
12 (2/16)	Fiscal Policy (discussion/quiz)	Read Chapter 9 (Naked Econ), CBO: Deficit to Narrow (NY Times, 1/26/15) and Fun on a Budget (The Economist, 2/7/15)
13 (2/18)	Monetary Policy	Read Chapter 10 (Naked Econ), Other TBD
14 (2/23)	Monetary Policy (discussion/quiz)	Read the following articles: <i>A Century of US Central Banking: Goals, Frameworks, Accountability</i> (Bernanke) and <i>What is Wrong With the Federal Reserve: What Would Restore Independence?</i> (Meltzer). Available in CourseDen.
15 (2/25)	Financial Markets	Chapter 7 (Naked Econ); Chapters 8 and 12 (Trillion)
16 (3/2)	Global Economics-Exchange Rates	Chapter 11 (Naked Econ); other TBD
17 (3/4)	Global Economics-Trade and Globalization	Chapter 12 (Naked Econ)

18 (3/9)	Student Presentations on Macroeconomic Conditions of a Country (other than U.S.)	Select a country (other than the U.S.). Prepare a one page typed summary of current macroeconomic conditions in that country. Ok your country selection with me as each country may only be reviewed by one student. Countries will be assigned on a first-come, first-served basis. At a minimum cover the following topics in your summary: GDP growth, the employment situation, and inflation. Other macroeconomic issues that might also be addressed in your paper include debt issues, the trade balance, industrial production, consumer spending trends, business investment, and monetary and fiscal policy. Include a listing of all references used to obtain information about the country. You must tell me your country selection by Wednesday, February 18. Your paper will be due in class on Monday, March 9. Be prepared to present your paper in class.
19 (3/11)	Test 2	
20 (3/23)	Decision Analysis	Read <i>Decision Analysis</i> (in CourseDen)
21 (3/25)	Intro to Game Theory	Read <i>Introduction to Game Theory</i> (in CourseDen)
22 (3/30)	Decision Making (discussion/quiz)	View the following Ted Talks: 1) Colin Camerer, <i>Neuroscience, Game Theory, Monkeys</i> ; 2) Dan Ariely, <i>Are We in Control of our Own Decisions?</i> and 3) Dan Gilbert, <i>Why We Make Bad Decisions</i> . In addition, Read <i>Deciding How to Decide</i> (available in CourseDen).
23 (4/1)	Other Topics	Chapters 4, 6, 7, 13, 14 and 15 (Trillion)
24 (4/6)	Competitiveness and Strategy	Read <i>Five Competitive Forces that Shape Society</i> (Michael Porter, <u>Harvard Business Review</u> , January 2008). I have also placed a copy in the CourseDen site. Also, view the following videos: 1) Michael Porter, <i>The Five Competitive Forces that Shape Strategy</i> (available on YouTube), 2) Michael Porter, <i>Why Business Can be Good at Solving Problems</i> (available at www.ted.com) and 3) Philip Evans, <i>How Data Will Transform Business</i> (available at www.ted.com).
25 (4/8)	Competitiveness and Strategy (discussion/quiz)	Read <i>The Disruption Machine</i> (Lepore) and <i>What Business Should Do to Restore Competitiveness</i> (Porter and Rivkin). Both available in CourseDen.
26 (4/13)	Student Presentations on Porter's Five Forces and Competitive Advantage concepts applied to a Company (3-4 minute oral presentation)	Turn in typed summary of presentation (due on 4/13). Each student will prepare a one page paper on a company (approved by instructor by 4/1). The summary and presentation should focus on two of Porter's ideas: Five Forces and Competitive Advantage. Apply these two concepts to the company you have selected. Cite any references used in your paper.
27 (4/15)	Student Presentations on Porter's Five Forces and Competitive Advantage concepts applied to a Company (3-4 minute oral presentation)	
28 (4/20) 5-7:30pm	Test 3	

