

# MBA 703 – Sections 1 (CRN=11501) & 2 (CRN=11510): ECONOMIC POLICIES & IMPACT ON GLOBAL OUTCOMES Spring 2021

## CLASS TIMES & LOCATION

All sections are web based with no meetings or physical location.

## INSTRUCTOR INFORMATION

Dennis Patrick Leyden – [dpleyden@uncg.edu](mailto:dpleyden@uncg.edu).

- You are welcome to correspond by email if you have questions.
- If you would like to talk directly, email me with:
  - 3 or 4 specific times that would work for you., and
  - A brief description of what you would like to talk about.

I will then see what works for me and send you an invitation for a Zoom session for that time.

## CATALOG DESCRIPTION

**MBA 703 Economics Policies and Impact on Global Outcomes** – Economic analysis of markets, and government intervention that addresses the sustainability of fiscal, monetary and exchange rate policy and their short-run and long-run impact on the global environment (3 semester hours credit; no prerequisites).

## LEARNING OBJECTIVES

This course focuses on the effects of economic factors on business decision making. Topics include consumer behavior, production and cost environments, market structures, government policies, and global economic factors. Students who successfully complete this course will be able to analyze:

- the effect of technology and costs on business decision making,
- the effect of alternative market environments on business decision making,
- the effect of government policies on business decision making, and
- the effect of the global economy on business decision making.

This course contributes to the MBA Program's five fundamental learning goals via the development of:

- Knowledge of the effects of economic factors on business practices (MBA goal 1),
- An economic global perspective (MBA goal 1),
- Understanding of innovation in relation to products, services, and strategies (MBA goal 4), and
- Knowledge integration by connecting economic and firm decision making (MBA goal 5).

**MBA Five Fundamental Learning Goals**

1. Global issues
  - 1.a. Demonstrates an understanding of the effects of economic, political, and cultural factors on business practices
  - 1.b. Adjusts a business model in a global environment based on economic, political, and cultural factors
2. Organizational sustainability
  - 2.a. Demonstrates an understanding of sustainable business factors
  - 2.b. Evaluates sustainable business practices
3. Ethical leadership and ethical behavior
  - 3.a. Demonstrates an understanding of ethical business principles and practices
  - 3.b. Examines the ethical leadership and ethical behavior in an organization
4. Organizational innovation
  - 4.a. Demonstrates an understanding of the fundamentals of innovation in relation to products, services, and strategies
  - 4.b. Recommends strategies to manage innovation to enhance the performance
5. Knowledge integration
  - 5.a. Utilizes concepts, frameworks, and/or analytical tools from multiple business disciplines
  - 5.b. Identifies possible strategic solutions and recommends a strategy that integrates concepts from multiple business disciplines

**READINGS & OTHER SOURCE MATERIAL**

To successfully complete the course, students need access to:

- The course's Canvas website,
- The course textbook:
  - Perloff, J. M., & Brander, J. A. (2020). *Managerial Economics and Strategy* (3<sup>rd</sup> edition). Hoboken, NJ: Pearson, and
  - The textbook's associated MyLab Economics website.

The university provides all students with access to the course's Canvas website. To get access to the textbook and its associated MyLab website, there are two options from which you can choose:

- eText version of the textbook + access to its associated MyLab Economics website, or
- eText version of the textbook + access to its associated MyLab Economics website + a loose-leaf copy of the textbook.

Either option can be purchased from:

- the UNCG bookstore,
- the publisher via the website: <http://www.mypearsonstore.com/bookstore/mylab-economics-with-pearson-etext-access-card-for-9780134899701?xid=PSED> (Note: You can't purchase a loose-leaf version of the text at this link; however, once you register for MyLab Economics, you can purchase an inexpensive loose-leaf copy within MyLab Economics), and
- The publisher via the course Canvas website when you go to set up access to the textbook's associated MyLab Economics website using the "MyLab & Mastering" link (Note: You can't purchase a loose-leaf version of the text using the "MyLab & Mastering" link; however, once you register for MyLab Economics, you can purchase an inexpensive loose-leaf copy within MyLab Economics).

Regardless of how you purchase access, you can only set up access to the MyLab website using the “MyLab and Mastering” link within the course Canvas website; you cannot do so by going directly to the MyLab Economics website. For details on how to set up access, consult the FAQs by clicking on the Canvas “Pages” link.

## CONDUCT OF THE COURSE

Textbook chapter will serve as the primary source for all subject matter. Recorded lectures, the course Canvas site, the textbook MyLab site, and interactions with the instructor (via emails and/or Zoom) are provided to clarify understanding, improve analytical skills, and place course materials in context. Note in particular the following Canvas links:

- *Announcements* – Under the *Announcements* link you can find weekly (or more frequent) messages that describe what we are working on and what is coming up.
- *Pages* – Under the *Pages* link you can find FAQs about the mechanics of the course and lecture videos.
- *Files* – Under the *Files* link you can find weekly summaries of material covered each week.

## GRADES

### COURSE GRADE CALCULATION

The course grade is calculated by averaging the scores of three cumulative assessments:

- Cumulative Assessment 1\* ..... 17%
- Cumulative Assessment 2\* ..... 33%
- Cumulative Assessment 3 ..... 50%

\* This assessment can be dropped. See details below.

To calculate the course grade, the above weights are used to generate a course average rounded to the nearest whole integer. Thus, for example, a course average of 79.49 will be rounded to 79 while a course average of 79.50 will be rounded to 80. Then the course grade will be assigned using the following scale:

- A ..... 94-100
- A- ..... 90-93
- B+ ..... 87-89
- B ..... 84-86
- B - ..... 80-83
- C+ ..... 77-79
- C ..... 74-76
- F ..... 0-73

### CUMULATIVE ASSESSMENTS

Each cumulative assessment is based on all course material covered up to the date of the cumulative assessment. Be sure to note:

- Each cumulative assessment is located on the MyLab website and must be taken during the assigned period. The assigned period begins at 12:01 am on the first day that the assessment is available and ends at 11:59 pm on the last day that the assessment is available.

- Each cumulative assessment can be taken anytime within the assigned period. However, it can only be taken one time and must be taken at a single sitting (2.0 hours for the first two cumulative assessments; 4.0 hours for the third cumulative assessment).
- Drops:
  - The 1<sup>st</sup> cumulative assessment grade is dropped and replaced by the 2<sup>nd</sup> or 3<sup>rd</sup> cumulative assessment grade if either the 2<sup>nd</sup> or the 3<sup>rd</sup> cumulative assessment grade is higher than the 1<sup>st</sup> cumulative assessment grade. If both the 2<sup>nd</sup> and 3<sup>rd</sup> cumulative assessment grades are higher than the 1<sup>st</sup> cumulative assessment grade, the 1<sup>st</sup> cumulative assessment grade is replaced by whichever of those later cumulative assessments (the 2<sup>nd</sup> and the 3<sup>rd</sup>) is higher.
  - The 2<sup>nd</sup> cumulative assessment grade is replaced by the 3<sup>rd</sup> cumulative assessment grade if the 3<sup>rd</sup> cumulative assessment grade is higher than the 2<sup>nd</sup> cumulative assessment grade.
  - The 3<sup>rd</sup> cumulative assessment grade cannot be dropped.
- There are no make-ups for the 1<sup>st</sup> and 2<sup>nd</sup> cumulative assessments.
- Students who cannot take the 3<sup>rd</sup> cumulative assessment at the scheduled time due to **extreme circumstances** that are **beyond their control** may petition to have the 3<sup>rd</sup> cumulative assessment rescheduled. In such circumstances, students should contact the instructor **as soon as possible** and provide **tangible evidence** to support their claim. Examples of circumstances that are generally **not** justifications for rescheduling the 3<sup>rd</sup> assessment include conflicts with other courses, conflicts with work schedules, and conflicts with end-of-semester travel arrangements. Be aware that any makeup 3<sup>rd</sup> cumulative assessment may take a different format than the regularly scheduled 3<sup>rd</sup> cumulative assessment.

Each cumulative assessment is graded in two stages. In the first stage, a raw score is determined based on the number of correct answers. Then, in the second stage the raw score is curved to reflect the 100-point scale noted above and so that a curved score in the 90s indicates excellent work, a curved grade in the 80s reflects good work, and so on. The curved score constitutes the grade for the cumulative assessment, is reported on Canvas, and is used to calculate the course grade. All the cumulative assessment scores that you see on the MyLab site are raw scores and do not constitute the grades for the cumulative assessments.

#### OPTIONAL CHAPTER HOMEWORKS

Each chapter has an associated optional homework that provides a mechanism for applying and improving one's understanding of each chapter. There are no time constraints or due dates for the optional chapter homeworks, and students may take each optional chapter homework as many times as they wish.

#### OPTIONAL CHAPTER QUIZZES

Each chapter also has an associated optional quiz that provides a somewhat more difficult mechanism for applying and improving one's understanding of each chapter. There are no time constraints or due dates for the optional chapter quizzes, and students may take each optional chapter quiz as many times as they wish.

#### ATTENDANCE POLICY

Because there are no face-to-face meetings, there is no attendance policy.

## COMPORMENT

Each student is expected to comply with the *UNCG Academic Integrity Policy* (<http://academicintegrity.uncg.edu/complete/>). Bryan Faculty and students in this course are expected to adhere to the Bryan School's *Guidelines for Ethical and Professional Behavior of Students and Faculty* (<https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>)

## TOPICAL OUTLINE/CALENDAR

The calendar below provides an outline of course topics, associated readings, optional chapter homeworks, optional chapter quizzes, and the assigned periods for each cumulative assessment. If the university cancels classes, dates for cumulative assessments will not change unless notified by an announcement on the course Canvas website. In addition, be aware that the days of the week that each cumulative assessment may be taken may vary. As a result, you should double check the dates for each cumulative assessment to make sure you complete and submit them on time.

### BASICS

- WEEK 1: Introduction & the Model of Supply & Demand .....Jan 19-24
- Readings: Perloff & Brander, Chapters. 1 & 2
  - Optional chapter homeworks and quizzes:
    - Get Started Homework
    - Get Started Quiz
    - Chapter 1 Homework
    - Chapter 1 Quiz
    - Chapter 2 Homework
    - Chapter 2 Quiz
- WEEK 2: Consumer Choice .....Jan 25-31
- Readings: Perloff & Brander, Chapter 4
  - Optional chapter homeworks and quizzes:
    - Chapter 4 Homework
    - Chapter 4 Quiz
- WEEK 3: Production ..... Feb 1-7
- Readings: Perloff & Brander, Chapter 5
  - Optional chapter homeworks and quizzes:
    - Chapter 5 Homework
    - Chapter 5 Quiz
- WEEK 4: Costs ..... Feb 8-14
- Readings: Perloff & Brander, Chapter 6
  - Optional chapter homeworks and quizzes:
    - Chapter 6 Homework
    - Chapter 6 Quiz

CUMULATIVE ASSESSMENT 1.....Feb 16-20 (Tue-Sat)

FIRM BEHAVIOR IN DIFFERENT ECONOMIC ENVIRONMENTS

WEEK 5: Firm Organization & Market Structure..... Feb 22-28

- Readings: Perloff & Brander, Chapter 7
- Optional chapter homeworks and quizzes:
  - Chapter 7 Homework
  - Chapter 7 Quiz

WEEK 6: Competitive Firms & Markets ..... Mar 1-7

- Readings: Perloff & Brander, Chapter 8
- Optional chapter homeworks and quizzes:
  - Chapter 8 Homework
  - Chapter 8 Quiz

WEEK 7: Monopoly ..... Mar 8-14

- Readings: Perloff & Brander, Chapter 9
- Optional chapter homeworks and quizzes:
  - Chapter 9 Homework
  - Chapter 9 Quiz

WEEK 8: Pricing with Market Power ..... Mar 15-21

- Readings: Perloff & Brander, Chapter 10
- Optional chapter homeworks and quizzes:
  - Chapter 10 Homework
  - Chapter 10 Quiz

WEEK 9: Oligopoly & Monopolistic Competition ..... Mar 22-28

- Readings: Perloff & Brander, Chapter 11
- Optional chapter homeworks and quizzes:
  - Chapter 11 Homework
  - Chapter 11 Quiz

WEEK 10: Game Theory & Business Strategy .....Mar 29-Apr 4

- Readings: Perloff & Brander, Chapter 12
- Optional chapter homeworks and quizzes:
  - Chapter 12 Homework
  - Chapter 12 Quiz

CUMULATIVE ASSESSMENT 2.....Apr 6-10 (Tue-Sat)

## BROADER PERSPECTIVES

WEEK 11: Government & Business ..... Apr 12-18

- Readings: Perloff & Brander, Chapter 16
- Optional chapter homeworks and quizzes:
  - Chapter 16 Homework
  - Chapter 16 Quiz

WEEK 12: Global Business ..... Apr 19-25

- Readings: Perloff & Brander, Chapter 17
- Optional chapter homeworks and quizzes:
  - Chapter 17 Homework
  - Chapter 17 Quiz

CUMULATIVE ASSESSMENT 3 ..... Apr 30- May 4 (Fri-Tue)