

MBA 625 Applied Business Economics

Semester

Instructor: .
Office:
Email: @email.wcu.edu
Office Hours:

I. Purpose

Learning about economics allows students in the Social Sciences and Business to frame the problems and decisions faced by individuals and firms. It is especially useful, both in private and public enterprise, to recognize and explain how markets function.

II. Course Aims and Objectives:

By the end of this course, students will:

1. Be able to apply supply-and-demand analysis to explain how specific goods and services markets function.
2. Be able to identify and explain the relationship between market structure and power.
3. Be able to articulate and offer potential solutions to various challenges to market function, such as externalities, imperfect information, and barriers to entry.

III. Course Materials

Course readings:

- Required text: *Managerial Economics*, by Ivan Png and Dale Lehman
- *The Winner's Curse* by Richard Thaler
- Other required reading: One of the following three economics blogs: Marginal Revolution (www.marginalrevolution.com), Greg Mankiw's Blog (gregmankiw.blogspot.com), EconLog (econlog.econlib.org)
- Recommended: *The Science of Success* by Charles Koch

IV. Faculty Expectations of Students/Course Policies

- Statement on Accommodations for students with disabilities

Accommodations for Students with Disabilities: Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential. Please contact Disability Services for more information at (828) 227-2716 or 144 Killian Annex.

- Statement on Academic Integrity (including plagiarism)

Academic dishonesty, including both plagiarism and cheating on exams, or in any way presenting another's work as your own, will not be tolerated. The first incident will result in a grade of zero for the assignment or exam in question and the second incident will result in an automatic grade of "F" for the course. All incidents will also be documented and put on file with WCU's Judicial Affairs office.

- Attendance Policy

There is no penalty for poor attendance. However, missing class is no excuse for incomplete or late work. Assignments may be sent via email.

Other Policies:

- Late assignments will not be accepted, and no make-up exams will be given. If you miss an exam, then the remaining exams will be re-weighted accordingly. If you miss two exams and can document both absences accordingly, you will receive a grade of “Incomplete” until the material can be made up or an administrative withdrawal is granted.
- Class participation, judged both in terms of quantity and quality, will be considered in the case of borderline grades.

In-Class Expectations:

- Cell phones and other electronic devices must be off or silent during class. Also, no text messaging, sending email, etc. during class.
- For evening classes I will allow food and drink in the classroom, lest you waste away. If we ever meet in a computer lab, though, keep in mind that food and drink aren’t allowed.

V. Grading Procedures:

	<i>Percentage of Grade Or number of points</i>
First Exam	20%
Second Exam	20%
Final Exam	20%
Research Paper	20%
Presentation	10%
Blog Comments	10%
	100%

1. All Exams are open-book and open-note. All exams are *non-cumulative*.
2. Blog project: see the schedule below for due dates. You will be required to post a thoughtful comment of *at least* two paragraphs in length on one of the three approved economics blogs. The comments are due in class – you must print off a copy of your comment and hand it in.
3. The research project is to write a 10-15 page paper that is applies the behavioral insights found in Richard Thaler’s book, *The Winner’s Curse*. I also offer an alternative assignment, which would be to apply the insights behind Market-Based Management (MBM) as described by Charles Koch and apply those insights to an industry you are familiar with. We will discuss the project more in class, but I am looking for an application to a particular product or service market. *I will hand out examples of how other students have written papers for this assignment in the past.* You must decide on a topic and notify me in writing (email is fine) by **October 7th**. Papers are due on **December 2nd**.

Nearly as important as the ability to research a topic is the ability to present your findings to others. Each student will be required to prepare a short 10-15 minute presentation on their chosen industry and how the insights from *The Winner's Curse* or *Science of Success* apply.

Letter grades will be assigned according to the following:

Percentage Grade	Letter grade
90-100	A
80-89	B
70-79	C
60-69	D
59 and below	F

VIII. Tentative Course Schedule

May change to accommodate student or instructor needs

MBA 625
Course Outline Calendar

Stephen C. Miller, Ph.D.		
Date	Topics	Notes
August 26	Classes start, Introduction, Understanding Demand	
September 2	Understanding Supply/Costs of Production	Blog comment due
September 9	Competitive Markets	Blog comment due
September 16	Exam #1	Blog comment due
September 23	Economic Efficiency, Private vs. Public Goods	Blog comment due
September 30	Market Structure/Monopoly power	
October 7	Pricing Strategy	
October 14	Game Theory and its Applications	
October 21	Advising Day; No Class	
October 28	Exam #2	
November 7	Externalities	
November 11	Information Economics: Bias, irrationality, and strategy	
November 18	Behavioral Economics	
November 25	Thanksgiving Holiday; No Class	
December 2	Public Economics and Public Choice	Papers due
December 9	Presentations	
December 16	Final Exam	
<i>This course outline and the dates established therein are tentative, and the instructor reserves the right to change them.</i>		