

**The University of Texas at Dallas**  
**Naveen Jindal School of Management**  
**Executive MBA**

**Summer 2016 Course Syllabus**

**Course Information**

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Number & Section	MECO 6303
Title	Business Economics
Term	Summer 2016
Dates	10 class sessions

**Professor Information**

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Professor	Stephen L. Kiser, Ph.D.
Email address	slk012100@utdallas.edu
Office Hours	By appointment before class, after class, by Email, phone
Phone Number	Provided First Class Session

Note: You may contact me via phone between the hours of 9:00 a.m. and 9:00 p.m.

**Course Pre-requisites, Co-requisites, and/or Other Restrictions**

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None

**Course Description**

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This Business Economics course is an introduction to the major concepts of microeconomics and macroeconomics. It aims to develop an understanding of the relationship between a business enterprise and the economic environment in which it exists. The course material includes four learning components. These components are economic indicators, market economics, monetary policy, and economic regulation and antitrust. Microeconomic concepts of supply and demand, production, and market structure and macroeconomic issues such as the economy's aggregate level of production, employment, inflation, and the role of macroeconomic policy on businesses will be considered.

**Student Learning Objectives/Outcomes**

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After completing this course, you should be able to

1. understand the economics involved in making decisions;
2. grasp the basic economic problems managers of organizations face;
3. use economic indicators to understand and anticipate changes to the economic landscape;
4. appreciate the importance of a nation's total output to the well-being of its citizens;
5. comprehend the fundamental determinants of a nation's long-run economic growth;
6. understand how to interpret signals from the Federal Reserve and better position businesses to take advantage of opportunities;

7. explain the basic roles of labor markets, financial markets, money and exchange rates;
8. understand the fundamental causes of recessions;
9. assess and explain the role of government policies in the economic regulation of business and antitrust policies.

## Required Textbooks and Materials

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### Required Text:

- 1) The Global Economic System: How Liquidity Shocks Affect Financial Institutions and Lead to Economic Crisis by George Chacko, Carolyn L. Evans, Hans Gunawan, and Anders L. Sjoman.  
ISBN-13: 978-0137050123
- 2) A Concise Guide To Macro Economics: What Managers, Executives, and Students Need to Know by David A. Moss. Second Edition. Harvard Business Review Press.  
ISBN-13: 9781625271969
- 3) The Antitrust Revolution: Economics, Competition, and Policy by John E. Kwoka and Lawrence J. White.  
ISBN-13: 978-0199315499

**Other:** Class materials such as assignments and articles will be available on eLearning.

## Academic Calendar

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<b>Class Session 1</b>	<b>Saturday, May 21, 2016 (AM)</b>
Topics	<ul style="list-style-type: none"> <li>• Course Introduction</li> <li>• Macroeconomic Measures</li> <li>• Economic Indicators</li> <li>• Most Influential US Economic Indicators</li> </ul>
<b>Class Session 2</b>	<b>Friday, May 27, 2016 (PM)</b>
Topics	<ul style="list-style-type: none"> <li>• Production and Income</li> <li>• Prices and Inflation</li> <li>• Real Versus Nominal Values</li> <li>• Employment and Unemployment</li> </ul>
<b>Class Session 3</b>	<b>Saturday, May 28, 2016 (AM)</b>
Topics	<ul style="list-style-type: none"> <li>• Macro Economic Models</li> <li>• IS-LM Model</li> <li>• Aggregate Supply and Demand</li> <li>• Money and the Payment System</li> <li>• Determining Market Interest rates</li> <li>• Exchange Rates, Trade, and Capital</li> <li>• Purchase Power Parity</li> </ul>
<b>Class Session 4</b>	<b>Saturday, June 11, 2016 (PM)</b>

Topics	<ul style="list-style-type: none"> <li>• <i>Book Review Due</i></li> <li>• The Money Supply Process</li> <li>• Changes in the Monetary Base</li> <li>• Organization and Operation of the Central Bank</li> <li>• Monetary Policy Tools</li> <li>• Conduct of Monetary Policy</li> <li>• Linking Financial System to the Economy: IS-LM Framework</li> <li>• Aggregate Supply and Demand: Monetary Policy Approach</li> <li>• Liquidity Crisis and Great Depression</li> </ul>
Assignment Due	Book Review (Individual)
<b>Class Session 5</b>	<b>Saturday, June 25, 2016 (AM)</b>
Topics	<ul style="list-style-type: none"> <li>• The Market Economy</li> <li>• Private Property, Game Theory, and the Prisoner's Dilemma</li> <li>• Rationality</li> <li>• Supply and Demand: A Market Model</li> <li>• Scarcity and Utility</li> <li>• Competitive Markets</li> <li>• Labor Demand and Wages</li> <li>• Shortage and Surplus</li> </ul>
<b>Class Session 6</b>	<b>Saturday, June 25, 2016 (PM)</b>
Topics	<ul style="list-style-type: none"> <li>• Economic Data (FRED Excel Add-In)</li> <li>• Dash Board Data Session: In Conjunction with Business Management Analytics</li> <li>• <i>Macro Problem Set Due</i></li> </ul>
Assignment Due	Macro Problem Set (Individual)
<b>Class Session 7</b>	<b>Friday, July 8, 2016 (PM)</b>
Topics	<ul style="list-style-type: none"> <li>• Elasticity</li> <li>• Normal versus Inferior Goods</li> <li>• Price and marginal cost: producing to maximize profits</li> <li>• Fixed, variable, and total costs in the short run</li> <li>• Marginal and average costs in the short run</li> <li>•</li> </ul>
<b>Class Session 8</b>	<b>Saturday, July 9, 2016 (PM)</b>
Topics	<ul style="list-style-type: none"> <li>• Government Intervention</li> <li>• Economic Regulation of Business</li> <li>• Market Structure and Competition</li> <li>• Monopoly Versus Competition Efficiency and Technical Progress</li> <li>• Mergers (Horizontal and Vertical)</li> <li>• Role of Courts</li> </ul>
<b>Class Session 9</b>	<b>Friday, July 22, 2016 (PM)</b>
Topics	<ul style="list-style-type: none"> <li>• <i>Micro Problem Set Due</i></li> <li>• Antitrust Cases <ul style="list-style-type: none"> <li>▪ AT&amp;T T-Mobile Merger (Case 1)</li> <li>▪ Ticket Master – Live Nation Merger (Case 2)</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>▪ Weyerhaeuser (Case 9)</li> <li>▪ Google – ITA Merger (Case 12)</li> <li>▪ Current Antitrust Issues</li> </ul> <ul style="list-style-type: none"> <li>• Industry Analysis Review Session</li> </ul>
Assignment Due	Micro Problem Set (Individual)
<b>Class Session 10</b>	<b>Saturday, August 6, 2016 (PM)</b>
Assignments Due	<ul style="list-style-type: none"> <li>• Industry Level Economic Analysis – Team Presentations</li> <li>• Industry Level Economic Analysis – Team Written Report Due</li> </ul>

## Grading Policies

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### Deliverables

Book Review (Individual): June 11, 2016

Macro Problem Set (Individual): June 25, 2016

Micro Problem Set (Individual): July 22, 2016

Industry Level Economic Analysis Presentation (Group): August 6, 2016

Industry Level Economic Analysis Report (Group): August 6, 2016

### Grading Formula

Book Review	20%
Macro Problem Set	25%
Micro Problem Set	25%
Industry Level Economic Analysis Presentation	15%
Industry Level Economic Analysis Report	15%
Total	100%

It is expected that everyone will participate. I reserve the right to reward judicious participation by up to half a letter grade. Attendance is not participation.

***The views expressed by the instructor are those of the instructor and do not reflect the official positions of the Federal Deposit Insurance Corporation.***

## Course Policies

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### Description of Deliverables

**Book Review:** There are two books related to the financial sector (#1) and macroeconomics (#2). The student will select one of the assigned texts and complete a 5 to 10 page review. A good review will discuss the major points the author is making and how those relate to the economy and the economic environment that their industry is facing.

**Macro Problem Set:** A take home set of questions and problems related to the macroeconomic material presented during the course lectures. This is an individual assignment and the student will use lecture notes to complete.

**Micro Problem Set:** A take home set of questions and problems related to the microeconomic material presented during the course lectures. This is an individual assignment and the student will use lecture notes to complete.

Industry Level Economic Analysis Presentation: Students will work in their assigned study groups and select an industry (List Provided First Day of Class). The group will perform an economic analysis of the industry and present their findings. The analysis will include industry structure, economic drivers and indicators, current economic environment relative to the industry, and outlook for the industry over the next 12 months. The presentation should be 20 to 25 minutes in length and students should expect a panel of executives to ask questions and rank the teams based on the quality of the analysis and presentation. The panel rankings as well as a the department presentation assessment (individual) will be a component of the grade for this assignment.

Industry Level Economic Analysis Report: In addition to the industry level economic analysis presentation the team will provide a 10 to 15 page written report that discusses the findings presented in the presentation.

### **Late Assignments**

All work is due by the end of a specific class and will not be accepted after that time.

### **Course Evaluation**

The completion of a course evaluation is a strongly recommended. A link will be provided via eLearning for completing the course evaluation.

### **E-learning**

You should check E-learning before class. The site will have lecture information and any updates to the class requirements. You are responsible for material delivered on-line and in-class.

### **Make-up assignments**

No make-ups will be given.

### **Extra credit**

There are no planned extra credit assignments for this class.

### **Class attendance**

Attendance at all classes is expected unless there are compelling reasons that prohibit attendance. Students are responsible for all material covered in any missed class. You cannot be successful in class if you do not attend. In addition, you cannot get credit for participation if you do not attend.

### **Classroom citizenship**

Students are expected to follow the student code of conduct at all times. You may not use your cell phone or other electronic communication devices during class. Laptops are permitted only for taking class notes. You are expected to behave in a courteous and professional manner.

### **Computer Usage during Class**

Students should not use their laptops to surf the web, answer email or perform other unrelated tasks. Learning is not a passive activity. To be effective, you must be engaged and ask questions when you do not understand something.

## **PROGRAM POLICIES**

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### **Program Policy on Sourcing and Plagiarism**

Students are expected to write at a professional level. This includes using proper grammar and syntax, having a logical flow, and giving credit to sources of information used in developing reports and papers. Students shall not copy the work of others and represent it as their original work.

All submitted work is subject to checking for the above. Should plagiarism happen and become known to the professor, there will be formal consequences.

- The professor involved will be asked to consider failure on the paper or in the course, as appropriate.
- There will be a conference with the student and program director. Formal action or probation may follow.
- Repeated offenses may result in program expulsion.

### **Program Policy on Attendance**

Students are expected to attend all web conferences offered to their particular class.

If absence is unavoidable, a student should

- Notify the professor involved of the cause of the absence
- Ask if any make-up work is required

### **Program Policy on Instructor Expectations**

Business professionals have important legal and ethical duties to investors, creditors and to non-investor stakeholders who rely on their comments, analyses, forecasts and representations. Students in this course are expected to act with personal integrity at all times. Academic dishonesty is incompatible with preparation for a career as a responsible business professional. As such, academic dishonesty will not be tolerated in this course. Any offenders will be subject to appropriate sanctions and discipline, a process which begins with a referral to Judicial Affairs. For purposes of this course, the instructor will always seek a score of zero for any exam or assignment in which the student has engaged in academic dishonesty.

## **UNIVERSITY POLICIES**

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### **University Policy on Field Trips, Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at <http://www.utdallas.edu/administration/risk/travel.php5>. Additional information is available from the office of the school dean.

### **University Policy on Student Conduct and Discipline**

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UT Dallas printed publication, *A to Z Guide*, which is available to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000*, Board of Regents, The University of Texas System, and in *Title V, Rules on Student Services and Activities* of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>.

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Students are expected to be attentive during class and to participate actively in group activities. Students are expected to listen respectfully to faculty and to other students who are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in class. Classes may discuss issues that require sensitivity and maturity. Disruptive students will be asked to leave and may be subject to disciplinary action.

### **University Policy on Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

*Scholastic Dishonesty:* Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source, is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of *turnitin.com*, which searches the web for possible plagiarism and is over 90% effective.

### **University Policy on Copyright Notice**

The copyright law of the United States (*Title 17, United States Code*) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe upon the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes fair use under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy ([UTDPP1043](#)). For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>.

### **University Policy on Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UT Dallas student account. This allows the university to maintain a high degree of confidence in the identity of all individuals corresponding and the security of the transmitted information. UT Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

### **University Policy on Class Attendance**

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

### **University Policy on Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal from any college-level courses. These dates and times are published in that semester's course inventory and in the academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

### **University Policy on Student Grievance Procedures**

Procedures for student grievances are found in university policy [UTDSP5005](#) (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be

resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

### **University Policy on Incomplete Grades**

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

### **University Policy on Disability Services**

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for a course, please discuss it with an OSA staff member and allow at least one week's advanced notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion.

The primary functions of the Office of Student AccessAbility are to provide:

1. academic accommodations for students with a documented permanent physical, mental or sensory disability
2. non-academic accommodations
3. resource and referral information and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at [disabilityservice@utdallas.edu](mailto:disabilityservice@utdallas.edu).

### **University Policy on Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, and *Texas Code Annotated*.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of *TEC 51.911(b)*, and the student and instructor will abide by the decision of the chief executive officer or designee.

### **University Policy on Avoiding Plagiarism**

[Adapted from Duke University's guidelines for writers; added July 2010]

*Take time to make careful choices among--and learn to use--the research tools* available to you. You will probably find that your favorite web search engine is not adequate by itself for college-level research. Consult with your professor or a librarian. You may need to use specialized research tools, some of which may require learning new searching techniques.

*Expect to make trips to the library.* While you can access many of the library's resources from your home computer, you may find that you need to make several trips to use materials or research tools that are not accessible remotely. Of course, you will be seeking the best information, not settling for sources simply because they happen to be available online.

*Allow time for gathering materials* that are not available at UT Dallas. The InterLibrary Loan Office can borrow articles and books from other libraries, but this process takes additional time.

*Allow time for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research* as new questions arise.

*Sloppy note-taking increases the risk that you will unintentionally plagiarize.* Unless you have taken note carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

*Identify words that you copy directly* from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

*Jot down the page number and author or title* of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

*Keep a working bibliography* of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

*Keep a research log.* As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

*You must cite direct quotes.*

*You must cite paraphrases.* Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.

*You must cite ideas* given to you in a conversation, in correspondence, or over email.

*You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge."* However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

*These types of sources should be cited as well. Printed sources:* Books, parts of books, magazine or journal articles,

newspaper articles, letters, diaries, public or private documents; *Electronic sources*: Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; *Images*: Works of art, illustrations, cartoons, tables, charts, graphs; *Recorded or spoken material*: Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

### **University Policy on Server Unavailability or Other Technical Difficulties**

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty, which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588- 3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

### **University Policy on Technical Requirements**

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the Getting Started with eLearning webpage

### **University Policy on Course Access and Navigation**

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login at: <http://elearning.utdallas.edu>. To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp> .

### **University Policy on eLearning**

Success in distance education courses depends on self-discipline and the ability to learn without face-to-face interaction. UT Dallas distance education courses maintain the same rigor and high standards of its classroom courses. Academic progress is established and maintained through regular course participation. For more information on distance learning resources please visit <http://www.utdallas.edu/distancelearning/students>

### **University Policy on McDermott Library**

Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, **or** Tarrant counties) will need their UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources please visit <http://www.utdallas.edu/distancelearning/students/libraries.html>

### **University Policies**

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***

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