



MBA 625: Applied Business Economics
College of Business
Western Carolina University

Section 80 | Fall 2021 | Hybrid: Wednesdays 7:30pm – 9:05pm & online (see below) | Biltmore Park 338

Instructor Information

Instructor: Audrey Redford, Ph.D.
 Office: Forsyth 315E
 Email: amredford@wcu.edu (preferred method of contact)
 Phone: (828) 227-3087
 Office Hours: Mondays & Wednesdays: 12pm—2:30pm (Cullowhee campus)
 And by appointment (please email me)

Course Description

The purpose of this course is to provide students with a better understanding of how economic analysis can be productively applied to business decisions and strategy. We will cover the foundations of conventional microeconomic theory and apply these ideas to various business and managerial situations. Theoretical reasoning, graphical analysis, discussions of events in economic history & present, and applications to plausible business scenarios will be used to expand our knowledge and understanding of individual and business decision-making.

MBA Fall 2021 Schedule

Hybrid MBA Class Schedule - FALL 2021						
Week	Mon Date	Delivery	Mon	Tues	Wed	Notes
1	8/23	F	8/23	8/24	8/25	
2	8/30	F	8/30	8/31	9/1	
3	9/6	W	Off	web	web	Labor Day holiday - Monday
4	9/13	F	9/13	9/14	9/15	
5	9/20	W	web	web	web	
6	9/27	F	9/27	9/28	9/29	
7	10/4	W	web	web	web	
8	10/11	F	10/11	10/12	10/13	
9	10/18	X	Fall Break Week			Fall Break, No Classes
10	10/25	F	10/25	10/26	10/27	
11	11/1	W	web	web	web	Advising Day - Tuesday (class meets)
12	11/8	F	11/8	11/9	11/10	
13	11/15	W	web	web	web	
14	11/22	W	web	Thanksgiving Break		Thanksgiving week, No Classes (Tues class does not meet)
15	11/29	F	11/29	11/30	12/1	
16	12/6	W	web	web	web	
17	12/13	W or F	12/13	12/14	12/15	Exam Week (faculty -W or F)
		15 sessions	F - 8	F - 8	F - 8	
			W - 6	W - 6	W - 6	

	- denotes "Face-to-Face" classes
	- denotes weeks where classes meet virtually (synchronous classes, team meetings, individual/team submissions due via Blackboard, etc.)
	- denotes days/weeks where classes do not meet

Course Objectives

After completing this course, students will be able to:

- Explain the relationship including differences between opportunity costs and accounting costs and the connections between economic profit and accounting profit.
- Explain how managers estimate demand and supply relationships and apply those estimates in common business contexts.
- Apply economic analysis to pricing strategy issues and understand the broader socioeconomic context of pricing decisions.
- Explain the reasons for the emergence of the firm, the factors that limit the size of the firm, and how the principal-agent problem affects firm performance.
- Understand and explain the different rationales for, and contexts in which political authorities may intervene in markets and their intended and unintended impacts on business decisions.

Course Materials

Textbook

- Richard B. McKenzie & Dwight R. Lee, *Microeconomics for MBAs: The Economic Way of Thinking for Managers*, 3rd Edition. Cambridge University Press, 2017.

Additional Reading (acquired from WCU's Hunter Library digital databases)

- Anthony J. Evans, *Markets for Managers: A Managerial Economics Primer*. Wiley, 2014.
- Daniel Marburger & Ryan Peterson, *Economic Decision Making Using Cost Data: A Manager's Guide*. Business Expert Press, 2013.

Multimedia

- Videos, podcasts, audio links, and/or documents will sometimes be assigned in addition to or in lieu of reading assignments from the textbook. I will provide links and/or PDFs when applicable to the modules in Canvas.

Canvas

- Your weekly assignments are posted on Canvas each week. Weekly quizzes are completed via Canvas and can be found under each week's module. Additional resources, rubrics, and course materials will be posted to Canvas throughout the semester. Therefore, access to Canvas is crucial for this class.

Course Policies

Attendance Policy

- The university requires faculty to track attendance for the first two weeks of class for enrollment/census purposes. After the end of the 2nd week of classes, there is no attendance policy for this course. However, not attending class regularly may cause you to miss important material and subsequently could adversely impact your performance on exams and the consultation project. Furthermore, if you are not present on, you will be unable to earn full participation points.
- If you do miss class, ***it is solely your responsibility to find out what you missed in class from a fellow classmate***. Emailing me to ask what you missed is **not** a suitable substitute for asking a classmate.
- Please make an effort to come to class on time and not leave early. Late arrivals and early departures are quite disruptive to the classroom learning environment.

Reading/Multimedia Assignments

- You will find the reading/multimedia assignments for each week posted on Canvas. The reading/multimedia assignments for each week can be found in the corresponding week's module on Canvas.
- As mentioned under the **Course Materials** section, assignments can come from the textbook as well as from Canvas. Please read the week's assignment list thoroughly every week to make sure that you complete all of the necessary assignments. If there is a change in the reading/multimedia assignment, you will be notified via a Canvas announcement or direct email.

Use of Electronics During Face-to-Face Meetings

- **Please do not use your cell phones in class.** Yes... Snapchat, TikTok, Facebook, Instagram, Twitter, Reddit, etc. are all entertaining, but they will still be there after class is over. Texting and emailing during class are also not permitted.
- **Use of laptops and other electronic devices is permitted, but on a limited basis.** There are studies that show that not only are the individuals using these devices are distracted, but students around them are also more focused on the screen than on the material in class. There is an exception to this policy: if you have documentation from the Office of Accessibility Resources permitting your use of such a device.
- If your use of an electronic device becomes a problem in our face-to-face meetings, I will ask you to leave class.
- **Audio/visual recordings will NOT be permitted in this course (unless you have received written permission from the instructor for an accessibility accommodation).** In the event that such permission is granted, the student may not transfer, transmit, or otherwise disseminate the Recording to any third party, including classmates, without the permission of the instructor. Any violation of these restrictions, or any other restriction verbally communicated by the instructor, may subject the student to the provisions of the WCU Academic Code of Conduct, the WCU Code of Student Conduct or both. It is a FERPA violation to record other students in the classroom setting without their knowledge and signed consent.

Course Communication

- I will use email and Canvas to contact you. Emails will be sent to your WCU/Catamount email address, so please check your email regularly. If you email me using a personal email, I will respond. However, I will continue to contact you through the university email.
- *When you email me, please include your name and section number* so that I know who you are and so that I can provide you with the most accurate information possible.
- I will do my best to get back to you as quickly as I can, but please understand that emails sent after 10pm, over the weekend, or while I am out of town for professional conferences/lectures, I may not be able to get back to you immediately. As such, I will make it my policy to respond to all emails within 48 hours or less, unless otherwise specified.
- Your grades will be posted on through Canvas. Please do not ask me to discuss your grades via email. **I will not discuss specific grades via email** due to FERPA concerns. I am happy to discuss grades in-person, over a private Zoom meeting, or during office hours.

Grading

<i>Category</i>	<i>Percentage of Overall Grade</i>	
Weekly Quizzes	15%	12 total quizzes (lowest 2 dropped)
Highest Midterm Exam	30%	Exams on October 13 th & December 1 st
Lowest Midterm Exam	10%	Exams on October 13 th & December 1 st
Team Case Study Memos	25%	6 cases, lowest 1 dropped
Final Case Study Project	20%	Multiple components
Total	= 100%	

<i>Class Percentage</i>	<i>Grade</i>	<i>Interpretation</i>	<i>Quality Points per Semester Hour</i>
88.0% -- 100%	A	Excellent	4.0
76.0% -- 87.9%	B	Good	3.0
64.0% -- 75.9%	C	Satisfactory	2.0
0% -- 63.9%	F	Failure	0

Weekly Quizzes

- As an economist, I live by the expression “incentives matter.” In order to incentivize you to keep up with the reading/multimedia assignments each week and internalize the economic theory outlined, there will be weekly quizzes at the end of each week. These quizzes are designed to keep you on task with reading & multimedia assignments as well as the material covered in the relevant face-to-face discussions for the week. They are also designed to point out areas and concepts of weakness so that you can spend extra time strengthening before the next examination.
- **The weekly quizzes will be posted on Canvas each Thursday no later than 5pm and will be due by the following Wednesday at 5pm. The weekly quiz will be available in the corresponding week’s module.** For example: Week 2 Quiz will be made available by Thursday, September 2nd in the Week 2 module and will cover material from Week 2.
- You may use your class notes, your textbook, and the multimedia assignments from Canvas while you work on the weekly quiz. **You may *not* discuss the quizzes with other individuals or use the internet outside of the multimedia assignments.** Violation of this policy will be treated as cheating and an honor code violation.
- Because I am an economist, I also value the concept of opportunity cost. And, well, sometimes the opportunity cost of doing a weekly quiz is too high. As such, your lowest two (2) weekly quiz scores will be dropped.
- **There will be no make-ups or late submissions for the weekly quizzes.** Therefore, do not miss more than two (2).

Midterm Exams

- **The midterm exams will take place in class on Wednesday, October 13th & Wednesday, December 1st.**
- The midterms are closed-note, closed-book, and closed-electronic device. You may use a four-function calculator during the midterm (provided by the instructor). The calculator on your cell phone, smart watch, iPod, iPad, tablet, or any other electronic device with any additional non-calculator functions will *not* be permitted.
- The midterm will be composed of multiple choice, short answer, fill in the blank, matching, graphical, and/or essay questions. You will be notified the format of the midterm prior to the day of the midterm.
- Your lower of the two midterm grades will count for 10% of your overall course grade and your higher of the two midterms will count for 30% of your course grade.
- If you have to miss the midterm for a university excused absence (as defined by the university here: [https://www.wcu.edu/WebFiles/WordDocs/Class Attendance Policy.docx](https://www.wcu.edu/WebFiles/WordDocs/Class%20Attendance%20Policy.docx)), you are permitted to make-up the midterm. In order to make-up the midterm, you must notify me prior to the start of the in-class midterm. You must also provide me with documentation that proves that your absence is consistent with the university policy in order to schedule a make-up. All make-ups must be taken no later than one week following the scheduled in-class midterm (unless other accommodations are made by the instructor).

Team Case-Study Memos

- In order to assess your retention of the economic theories and applications presented throughout the semester, you will act as an economic consultant on assigned case studies.
- You will work in your teams to diagnose problems within a firm/industry/market/etc. presented to you in the form of case studies. You will use the knowledge you have gained throughout the semester to put together recommendations to repair the situations presented to you in the cases.
- You will be working on case-study assignments from Harvard Business Publishing. The class will be assigned a case. Each team will draft a memo to explain their recommendation to the firm discussed in the case.
- We will discuss this project in much greater detail during Week 2.

Final Case-Study Project

- Instead of a final exam, each team will submit a case study portfolio. This will be similar to those memos submitted on earlier case-study assignments, but each team will be assigned two complex cases to review and recommend.
- Each team will be required to present their case and recommendation to the class via Zoom.
- Each team will also be required to evaluate the presentation of another team.
- We will discuss this project in much greater detail during Week 2.

University Policies

Civil Discourse at Western Carolina:

- Consistent with WCU's core values and our campus creed, the WCU community accepts the freedoms and responsibilities of our shared community. WCU encourages all to clearly express their own views while at the same time seeking to understand the varieties of style, identity, and opinion that are held in any diverse community. In order for us to sustain a learning environment that promotes and values freedom of expression, we have a shared charge to accept personal responsibility for our actions, reactions, and speech, while seeking to learn from the actions, reactions, and speech of others.

Classroom Expectations:

- The shared learning space of the college classroom is built on respect for each other and each other's learning. Learning together means our actions can intentionally and unintentionally distract others from their learning goals. As responsible learners who respect the rights of others and vow to minimize avoidable distractions such as: non-academic technology use, coming in late, sleeping, off-topic discussions, doing other homework, eating, etc.

Writing and Learning Commons (WaLC):

- The Writing and Learning Commons (WaLC), located in BELK 207, provides free course tutoring, writing tutoring, supplemental instruction (SI) sessions, academic skills consultations, international student consultations, and online writing and learning resources for all students. To view schedules and make appointments for any of these services, visit <http://tutoring.wcu.edu/> or call 828-227-2274.

Math Tutoring Center:

- The Mathematics Tutoring Center (MTC) in Killian Annex 214 provides tutoring for math courses and math-related content across the curriculum, workshops on study skills specific to math courses, and graduate and professional exam preparation resources. **Until the COVID-19 Social Distancing order is rescinded, all MTC tutoring will be done online.** For more information, including directions on how to set up online appointments, please visit <http://mtc.wcu.edu/> or contact us at 828-227-3830.

Hunter Library:

- Hunter Library provides students with online access to books, scholarly articles, news articles, videos, and other sources. The print collection is available for home delivery in summer, 2020. Search the library's holdings and get personal assistance via chat at <http://www.wcu.edu/hunter-library> or find discipline-specific guides and assistance at <http://researchguides.wcu.edu/>

Canvas Support:

- The learning management system for this class is Canvas and can be found at <https://canvas.wcu.edu>
- Additional help with Canvas can be found at <http://help.wcu.edu>, (828) 227-7487 or by visiting the Technology Commons located on the ground floor of the Hunter Library.
- [Canvas Help](#) & [Canvas Student Guides](#) are additional helpful links.

Academic Toolbox:

- The Academic Toolbox is available in all WCU courses via the course Canvas site. It can be found in the left-hand side column. The Academic Toolbox contains information and contact information for nearly all of the resources needed by WCU students, including but not limited to: technology assistance, academic services, student support, co-curricular programs and university policies.

Academic Calendar

- This includes dates for all breaks, university closures, final exams, etc. The academic calendar can be found at <http://www.wcu.edu/learn/academic-calendar.aspx>

Final Exam Schedule

- The university final exam schedule can be found at <http://www.wcu.edu/learn/academic-services/registrar-office/>.
- **Please note that we will not take a “final exam” in our course. Instead, the final case study project will be due during the last week of classes and Final Exam week.**

Mentoring and Persistence to Success (MAPS)

- Mentoring and Persistence to Success (MAPS) provides support to students who are first-generation (neither parent has a four-year degree), low-income, financially independent (emancipated youth, homeless or without consistent residence, or aged out of foster care), or those who have participated in the Academic Success Program (ASP) or Catamount Gap. For those who enroll, MAPS provides a variety of services, including academic advising, mentoring, and personal and social coaching. You may contact MAPS at (828) 227-7127 or email maps@wcu.edu for more information. MAPS is located in 205 Killian Annex.

Statement for Wearing Masks

- As the WCU Community Creed articulates, members of the WCU community are expected to live by high standards of academic and personal integrity and embrace their responsibility as members of the Catamount community. In recognition of this responsibility, and in response to the best available science and current guidance from the Centers for Disease Control and Prevention, all students, as well as faculty and staff, must wear a mask (or other acceptable cloth face-covering) that covers their nose and mouth while in classrooms or in public spaces on campus in Cullowhee, as well as at our instructional site at Biltmore Park, and locations in Cherokee and Highlands. Students who do not have a mask or appropriate face covering on will be asked to leave the classroom and will only be permitted to return when they follow this basic public health recommendation; see below for specific guidance.
- Students who do not have masks can obtain them at the locations, below:
 - Hinds University Center - Main Information Desk (2nd floor)
 - Hunter Library - Circulation Desk (main entrance)
 - Belk Building – College of Engineering and Technology Dean’s Office (Room 161)
 - Health and Human Sciences Building – College of Health and Human Sciences Dean’s Office (Room 201)
 - Biltmore Park Instructional Site – 3rd floor Information Desk
- The mask/face covering requirement for students is an expectation of our student code of conduct and violations are subject to code of conduct proceedings and disciplinary action. Faculty and staff will communicate with the Department of Student Community Ethics regarding students who do not honor the requirement.

Community Vision for Inclusive Excellence Statement:

- The diverse perspectives encountered at WCU are an important part of the preparation of students for roles as regional, national, and global leaders who contribute to the improvement of society. It is expected that members of the WCU community will not only coexist with those who are different from themselves, but also nurture respect and appreciation of those differences. We encourage civil discourse as a part of the learning enterprise, and as a campus we do not tolerate harassing or discriminating behavior that seeks to marginalize or demean members of our community.

Accommodations for Students with Disabilities:

- Accommodations for Students with Disabilities: Western Carolina University is committed to providing equal educational opportunities for students with disabilities. The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights for persons with disabilities. Among other things, this legislation requires that students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Office of Accessibility Resources located in Killian Annex or call 828-227-2716. For additional information, visit go.wcu.edu/oar

Academic Integrity Policy and Reporting Process:

- This policy addresses academic integrity violations of undergraduate and graduate students. Graduate students should read inside the parenthesis below to identify the appropriate entities in charge of that step of the process.
- Students, faculty, staff, and administrators of Western Carolina University (WCU) strive to achieve the highest standards of scholarship and integrity. Any violation of the Academic Integrity Policy is a serious offense because it threatens the quality of scholarship and undermines the integrity of the community. While academic in scope, any violation of this policy is by nature, a violation of the Code of Student Conduct (Code) and will be addressed as outlined in that document. If the charge occurs close to the end of an academic semester or term or in the event of the reasonable need of either party for additional time to gather information timelines may be extended at the discretion of the appropriate academic Dean.
- General:
 - This policy addresses academic integrity violations of undergraduate and graduate students. Students, faculty, staff, and administrators of Western Carolina University (WCU) strive to achieve the highest standards of scholarship and integrity. Any violation of this policy is a serious offense because it threatens the quality of scholarship and undermines the integrity of the community.
 - Instructors have the right to determine the appropriate academic sanctions for violations of the Academic Integrity Policy within their courses, up to and including a final grade of “F” in the course in which the violation occurs.
- Definitions:
 - Cheating – Using, or attempting to use, unauthorized materials, information, or study aids in any academic exercise.
 - Fabrication – Creating and/or falsifying information or citation in any academic exercise.
 - Plagiarism – Representing the words or ideas of someone else as one’s own in any academic exercise.
 - Facilitation – Helping or attempting to help someone to commit a violation of the Academic Integrity Policy in any academic exercise (e.g. allowing another person to copy information during an examination).
- Undergraduate and Graduate Academic Integrity Process:
 - Additional information is available on the Student Success website under Student Community Ethics: <http://www.wcu.edu/experience/dean-of-students/academic-integrity.aspx>

***** This syllabus, along with its course schedule, is based on the most recent information about the course content and schedule planned for this course. Its content is subject to revision as needed to adapt to new knowledge or unanticipated events. Updates will remain focused on achieving the course objectives and students will receive notification of such changes. Students will be notified of changes and are responsible for attending to such changes or modifications as distributed by the instructor or posted to Canvas.*****

Course Schedule

(this schedule is tentative and subject to change)

Date	Assigned Readings (complete before class)	Additional Assignments
Week 1		
Wed. Aug. 25	Syllabus; M&L: Ch. 1A, Ch. 2A	Begin organizing into teams
Week 2		
Wed. Sept. 1	M&P: Ch. 1; Evans: Intro & Ch. 2; M&L: Ch. 1B	Team Decisions due by Fri. Sept. 3rd @ 11:59pm
Week 3		
web	Evans: Ch.1 & Ch. 3; M&L: Ch. 3A	Week 2 Quiz due by Wed. Sept. 8 @ 5pm
Week 4		
Wed. Sept. 15	M&L: Ch. 7A; M&P: Ch. 2 & Ch. 3	Week 3 Quiz due by Wed. Sept. 15 @ 5pm
Week 5		
web	M&L: Ch. 7B & Ch. 8A; M&P: Ch. 4	Week 4 Quiz due by Wed. Sept. 22 @ 5pm Black River Farms case memo due by Fri. Sept. 24 @ 11:59pm
Week 6		
Wed. Sept. 29	M&L: Ch. 9A; M&P: Ch. 5	Week 5 Quiz due Wed. Sept. 29 @ 5pm
Week 7		
web	M&L: Ch. 10A; Evans: Ch. 5	Week 6 Quiz due by Wed. Oct. 6 @ 5pm The Springfield Nor'easters case memo due by Fri. Oct. 8 @ 11:59pm
Week 8		
Wed. Oct. 13	Midterm 1 ; M&L: Ch. 8B & Ch. 9B	Week 7 Quiz due by Wed. Oct. 13 @ 5pm
Fall Break		
Fall Break		Salem Telephone Co. case memo due by Fri. Oct. 22 @ 11:59pm
Week 9		
Wed. Oct. 27	M&L: Ch. 11A, 11B & 12A	Week 8 Quiz due by Wed. Oct. 27 @ 5pm
Week 10		
web	Evans: Ch. 4; Additional Readings Posted in Week 10 module on Canvas	Week 9 Quiz due by Wed. Nov. 3 @ 5pm Pricing the EpiPen case memo due by Fri. Nov. 5 @ 11:59pm
Week 11		
Wed. Nov. 10	M&L: Ch. 6A; Additional Reading Posted in Week 11 module on Canvas	Week 10 Quiz due by Wed. Nov. 10 @ 5pm Anonymous team evaluations due by Friday, November 12 @ 11:59pm
Week 12		
web	M&L: Ch. 4A & 4B; Evans: Ch. 12.4	Week 11 Quiz due by Wed. Nov. 17 @ 5pm Clearwater Seafoods case memo due @ Fri. Nov. 19 @ 11:59pm
Week 13		
web/Thanksgiving		Week 12 Quiz due by Wed. Nov. 24 @ 5pm
Week 14		
Wed. Dec. 1	Midterm 2 ; M&L: 2B & 10B	Ojek case memo due by Fri. Dec. 3 @ 11:59pm
Week 15		
web	M&L: Ch. 3B & Ch. 13B	Week 14 Quiz due by Wed. Dec. 8 @ 5pm
Finals Week		
Wed. Dec. 15	Online Presentations	Final Project case memos due by Wed. Dec. 15 @ 6pm Case Study presentations (via Zoom) on Wed. Dec. 15 from 7:30pm-- 9:10pm Anonymous team evaluations due by Friday, December 17 @ 11:59pm Presentation evaluation due by Friday, December 17 @ 11:59pm

	: face-to-face meeting
	: asynchronous online week
	: synchronous online meeting
	: no class meeting (Fall Break or Thanksgiving)

M&L: *Microeconomics for MBAs* by Mackenzie & Lee
M&P: *Economic Decision Making Using Cost Data: A Manager's Guide* by Marburger & Peterson
Evans: *Markets for Managers* by Anthony J. Evans

Week 1 (face-to-face):

- Syllabus
- *Microeconomics for MBAs*: Chapters 1A & 2A
- Class meeting on Wednesday, August 25 from 7:30pm—9:05pm
- Begin organizing into teams

Week 2 (face-to-face):

- *Economic Decision Making Using Cost Data*: Chapter 1
- *Markets for Managers*: Introduction & Chapter 2
- *Microeconomics for MBAs*: Chapter 1B
- Class meeting on Wednesday, September 1 from 7:30pm—9:05pm
- Team decisions due by Friday, September 3 at 11:59pm

Week 3 (web):

- Week 2 Quiz due by Wednesday, September 8 at 5pm
- *Markets for Managers*: Chapter 1 & Chapter 3
- *Microeconomics for MBAs*: Chapter 3A

Week 4 (face-to-face):

- Week 3 Quiz due by Wednesday, September 15 at 5pm
- *Microeconomics for MBAs*: Chapter 7A
- *Economic Decision Making Using Cost Data*: Chapters 2 & 3
- Class meeting on Wednesday, September 15 from 7:30pm—9:05pm

Week 5 (web):

- Week 4 Quiz due by Wednesday, September 22 at 5pm
- *Microeconomics for MBAs*: Chapters 7B & 8A
- *Economic Decision Making Using Cost Data*: Chapter 4
- Black River Farms case memo due via Canvas by Friday, September 24 at 11:59pm

Week 6 (face-to-face):

- Week 5 Quiz due by Wednesday, September 29 at 5pm
- *Microeconomics for MBAs*: Chapter 9A
- *Economic Decision Making Using Cost Data*: Chapter 5
- Class meeting on Wednesday, September 29 from 7:30pm—9:05pm

Week 7 (web):

- Week 6 Quiz due by Wednesday, October 6 at 5pm
- *Microeconomics for MBAs*: Chapter 10A
- *Markets for Managers*: Chapter 5
- The Springfield Nor'easters case memo due via Canvas by Friday, October 8 at 11:59pm

Week 8 (face-to-face):

- Week 7 Quiz due by Wednesday, October 13 at 5pm
- Midterm 1 in-class on Wednesday, October 13 from 7:30pm—9:05pm
- *Microeconomics for MBAs*: Chapters 8B & 9B (complete after Midterm 1)

Fall Break (no class):

- Salem Telephone Co. case memo due by Friday, October 22 at 11:59pm

Week 9 (face-to-face):

- Week 8 Quiz due by Wednesday, October 27 at 5pm
- *Microeconomics to MBAs*: Chapter 11A, 11B, & 12A
- Class meeting on Wednesday, October 27 from 7:30pm—9:05pm

Week 10 (web):

- Week 9 Quiz due by Wednesday, November 3 at 5pm
- *Markets for Managers*: Chapter 4
- Additional Readings Posted in the Week 10 module on Canvas
- Pricing the EpiPen case memo due via Canvas by Friday, November 5 at 11:59pm

Week 11 (face-to-face):

- Week 10 Quiz due by Wednesday, November 10 at 5pm
- *Microeconomics for MBAs*: Chapter 6A
- Additional Reading Posted in the Week 11 module on Canvas
- Class meeting on Wednesday, November 10 from 7:30pm—9:05pm
- Anonymous team evaluations due by Friday, November 12 at 11:59pm

Week 12 (web):

- Week 11 Quiz due by Wednesday, November 17 at 5pm
- *Microeconomics for MBAs*: Chapter 4A & 4B
- *Markets for Managers*: Chapter 12.4 (Public Choice Theory section only)
- Clearwater Seafoods case memo due via Canvas by Friday, November 19 at 11:59pm

Week 13 (web/Thanksgiving):

- Week 12 Quiz due by Wednesday, November 24 at 5pm

Week 14 (face-to-face):

- Midterm 2 in-class on Wednesday, December 1 from 7:30pm—9:05pm
- *Microeconomics for MBAs*: Chapters 2B & 10B (completed after Midterm 2)
- Ojek case memo due via Canvas by Friday, December 3 at 11:59pm

Week 15 (web):

- Week 14 Quiz due by Wednesday, December 8 at 5pm
- *Microeconomics for MBAs*: Chapters 3B & 13B

Final Exam Week (synchronous web):

- Final Project case memos due via Canvas by Wednesday, December 15 at 6pm
- Case study presentations (via Zoom) on Wednesday, December 15 from 7:30pm—9:10pm
- Anonymous team evaluations due by Friday, December 17 at 11:59pm
- Presentation evaluation due by Friday, December 17 at 11:59pm