**BBA 420/OML 420**

**Economics and Forecasting**

INSTRUCTOR: Dr. Diane Cagle

## EMAIL ADDRESS: edp@reinhardt.edu \*Best method of communication

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## COURSE SECTION: BBA 420 31P CV/BBA 420 61P/ OML 420 31P

**COURSE CREDIT HOURS:** 3 Semester Hours

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**COURSE SCHEDULE/LOCATION:** Canvas and Connect Online; August 14 – October 3

**COURSE DESCRIPTION**

This course analyzes, first, the resource allocation process, focusing on supply and demand’s impact on market prices and the importance of marginal revenue and marginal cost to price and output determination. Secondly, the course analyzes the value of macroeconomic variables and the firms’ use of such information in business decision making. Lastly, the course conveys the understanding to the student why firms need forecasts and how these concepts enable a business manager/leader to effectively manage and lead the firm to a profitable success.

**REQUIRED TEXTBOOK**

Managerial Economics by Christopher R. Thomas and S. Charles Maurice

The e-book is included in the course. You **do not** have to purchase the textbook. You will be utilizing McGraw Hill Connect for assignments and e-book.

You will access the course through Canvas.

**PROGRAM LEARNING OUTCOMES (PLOs)**

1. Critical Thinking, Analytical and Problem-Solving Skills - analyze business situations using information and logic to make recommendations for problem solving and decision making.
2. Interpersonal, Teamwork, Leadership, and Communications Skills - use team building and collaborative behaviors in the accomplishment of group tasks and will communicate effectively the problem alternatives considered, a recommended solution, and an implementation strategy in oral, written, and electronic form.
3. Ethical Issues and Responsibilities - recognize and analyze ethical dilemmas and propose resolutions for practical business solutions.
4. Awareness of Global and Multicultural Issues - develop awareness and analyze global and multicultural issues as they relate to business.
5. Technology Skills - effectively use current technology for business applications.

**COURSE LEARNING OUTCOMES**

After completing this course, the student will be able to:

1. Explain the role of economics – PLO #1, PLO #3, PLO #4
2. Understand and explain Demand and Supply – PLO #1, PLO #5
3. Describe a competitive market – PLO #1, PLO #4
4. Define and identify a monopoly – PLO #1, PLO #3, PLO #4
5. Identify the role of government in economics, specifically fiscal and monetary policy and the Federal Reserve System – PLO #1, PLO #3, PLO #4, PLO #5

**COURSE CREDIT HOURS – INSTRUCTIONAL TIME BREAKDOWN**

Courses offered in an 8-week session are twice as intensive as those held during a traditional full semester. Each week students should expect to spend 14 hours interacting with course content through a combination of direct instruction and out of class student work.  Examples of direct instruction may include viewing or reading course lectures, engaging in class forum discussions with the course instructor and other students, viewing or reading supplementary online content required by the instructor, completing course quizzes and/or examinations, and reading instructor announcements related to course material and instructor feedback on assignments.  Examples of out of class student work may include reading the assigned course textbook, doing independent library research, completing essay assignments, developing more extensive research papers, and studying in preparation for exams and quizzes.

**EVALUATION & GRADING**

The following grading scale will be utilized in the determination of the student’s course grade:

Percentage of Points Earned Corresponding Letter Grade

90 to 100% A

80 to 89% B

70 to 79% C \*grade of C or higher required

60 to 69% D

0 to 59% F

**FINAL AVERAGE BREAKDOWN**

Learn Smart Homework 30%

Chapter Quizzes 30%

Case Study 10%

Discussion Forums 10%

Final Exam 20%

Final grades and attendance are maintained in Eagle Web.

**COURSE REQUIREMENTS/ASSIGNMENTS**

Knowledge of the material presented in this course will be evaluated based on the satisfactory completion of all coursework. Methods of instruction and learning include unit reading assignments, video lectures, discussion postings, individual research, and essay assignments. Learners are expected to complete all unit activities during the week they are assigned and in the manner prescribed.

Reading Assignments: Learners are expected to complete the assigned textbook readings for each unit prior to participating in discussions and assignments.

Homework Assignments: Learners must submit individual homework assignments by the deadline specified within individual Unit. Assignments often have more than one part. Be sure to answer **each part.** Learners must also employ proper grammar, punctuation, and correct spelling in all submissions.

Quizzes: Individual quizzes may be administered at the end of each learning unit.

Final Examination: A final examination will be administered during the last week of the session. The examination may not be made up except under exigent circumstances as approved by the instructor. Not all courses will utilize a final exam.

**Lectures, unit discussion posts, and other assignments are available through McGraw Hill Connect. Your course instructor will provide instructions on accessing the course material.**

**\*Canvas will be utilized for the recording of grades and attendance and may be used for testing and other course assignment submission.**

**PROJECTED LEARNING SCHEDULE**

**Assignment Deadlines - All deadlines are posted on the Syllabus tab in Canvas.**

**All assignments must be submitted by 11:59PM, Sunday evening.** **Late assignments are not accepted / graded; Score = 0**.

**COURSE POLICIES AND PROCEDURES**

**General Course Information and Participation Standards**

Students are accountable for all required work in each of their courses. They must assume full responsibility for class attendance in a way satisfactory to the instructor and for work missed because of absence. Since class sessions function not merely for individual learning but also for group interaction, absences can become a serious problem both for the individual and for the group.

Online courses are delivered over a period of eight weeks with activities and assignments specified for each week. An online week is defined as being Monday 12:00 AM (EST) through Sunday at 11:59 PM (EST). Deadlines for attendance are based on Eastern Time.

A student will be considered in attendance for a given week of online instruction if he or she participates in the course. Participation is defined as posting a response to a discussion assignment or submitting a completed course room activity/assignment during the online week prior to Sunday at 11:59 PM (EST).

**Initial Course Participation**

A student who fails to participate during the first eight (8) calendar days of a course shall be administratively withdrawn from the course.

**Ongoing Course Participation**

Ongoing course participation is satisfied through the continued completion of course room activities, such as assignments or discussion question responses. Students who do not participate in a course for seven (7) or more consecutive days are not satisfying ongoing course participation.

Students who are not satisfying the ongoing course participation requirement will be notified by the instructor via University email. The learner must resume participation in the course within three (3) calendar days following the sending of this notification.

Students who do not resume participation in the course will be administratively withdrawn from the course and issued a grade of “W” or “F”. A grade of “W” will be issued if the administrative withdrawal occurs before 11:59 PM on Monday of the fourth week of the course.

Students may be impacted academically and financially in the case of voluntary and administrative withdrawals. **It is the student’s responsibility to understand these implications.**

**Student Advisement and Success Counseling**

The student advisor/success counselor for this course is Dr. Diane Cagle. You can contact Dr. Cagle through e-mail at edp@reinhardt.edu or by phone at (770) 720 – 9154. If you are having an issue with the course, the assignments, or Connect, your first line of defense is your course instructor. If this does not resolve the problem, then you may contact Dr. Cagle.

**ACADEMIC INTEGRITY**

All assignments must be completed by the learner. Learners are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. Cases of academic dishonesty may result in expulsion from the University, a failing grade for the course, or a failing grade for the assignment.

The following are recognized as unacceptable forms of academic behavior at Reinhardt University:

1. Plagiarizing, that is presenting words or ideas not your own as if they were your own. The words of others must be enclosed in quotation marks and documented. The source of the distinctive ideas must also be acknowledged through appropriate documentation. (NOTE: Strictly adhere to APA citation and referencing guidelines to avoid this).
2. Submitting a paper written by another student or another person as if it were your own.
3. Submitting a paper containing sentences, paragraphs, or sections lifted from another student’s work or other publication; there must be written documentation.
4. Submitting a paper written by you for another course or occasion without the explicit knowledge and consent of the instructor.
5. Fabricating evidence or statistics that supposedly represent your original research.
6. Cheating of any sort on tests, papers, projects, reports, etc.
7. Using the internet inappropriately as a resource. See 3 above.
8. Unauthorized use of the password or account number of another student or a faculty member to gain access to computers, data files, or computer output.
9. Aiding or otherwise enabling another student to engage in any form of academic dishonesty.
10. Failure to report suspected or obvious incidences of academic dishonesty to the course instructor.
11. Any other behaviors that violate the spirit of ethical and professional behavior.

**Penalties for Academic Dishonesty**

In the event of academic dishonesty, according to the definitions (1 - 11) stated above, the instructor may do one of the following things, based on an assessment of the severity of the infraction and any extenuating circumstances:

1. Assign a grade of F or 0 on the paper, project, or examination but allow resubmission, resulting in a maximum combined grade of C.

2. Assign a grade of F or 0 on the paper, project, or examination without the opportunity for resubmission.

3. Assign a grade of F in the course.

***The Office of the Vice President for Academic Affairs will be notified of actions taken against students who violate the academic integrity policy, which may result in further consequences, including designation of “academic warning” on your official transcript, academic suspension, or expulsion for academic reason.***

**ACADEMIC SUPPORT SERVICES**

Reinhardt University offers academic support services for online students through BrainFuse HelpNow.  Services include access to live tutors, writing lab assistance, and study center resources.

**BBA and BCJ students have FREE access to online writing tutors.  Upload and submit essays, short paragraphs, or any other form of writing for feedback!  To get started go to** [http://main.reinhardt.ga.brainfuse.com](http://main.reinhardt.ga.brainfuse.com/) .

Academic support is also offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage ([www.reinhardt.edu](file:///C%3A%5CUsers%5Cedp%5CDesktop%5CBBA%5CBBA%20Online%20Course%20Materials%5CBBA%20420%5Cwww.reinhardt.edu)) and using the Quick Links menu click on Center for Student Success.

#### **CAREER SERVICES FOR ONLINE STUDENTS**

The Office of Career Services provides career support, via email or phone, to Reinhardt online students and alumni.  The website is:  <http://www.reinhardt.edu/Career_Services/index.html>  Services include:

* Resumes/Cover Letters and LinkedIn Profile Creation and Improvement
* Video Interviewing Preparation/Mock Interviews
* Career and Job Search Strategies
* Networking / Professional Associations
* What Can I Do With A Major in ……?
* Myers/Briggs and FOCUS 2 Work Interest Assessments with suggested careers
* Two Major Career Fairs a year at the Cobb Galleria, Fall & Spring
* A Job Board with part time and full time job listings

To take advantage of any of these services, please contact 770.720.5548.

**NON-DISCRIMINATION STATEMENT**

Reinhardt University does not discriminate in any of its policies, programs, or activities on the basis of race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).

Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of Lawson Building. Phone is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

Welcome to our **BBA 420 Econ** course, which you access via our Canvas online classroom. Reinhardt and Canvas have partnered with McGraw-Hill Education, a global textbook/content publisher that provides several learning tools we’ll use:

* **Connect:** We’ll do weekly assignments (Reading the Online Textbook, Quizzes) and the Final Exam in Connect. You’ll access Connect via alink in Canvas left column: “**McGraw Hill Connect**.” (You can also access the assignments via Canvas but using Connect is more reliable).
* **SmartBook:** You’ll do your weekly **Homework** assignments in SmartBook, an adaptive, interactive learning tool (detail below).

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| **Reinhardt University and Canvas** |
| **Assignments in** **Connect** (link-to via Canvas)**Weekly:** • Online Textbook (in “MHE Reader”)  • Homework via SmartBook  • Chapter Quizzes **Final Unit:**  • Final Exam  |  **Assignments in Canvas****Unit 7:** * Case Study/Research paper
* Discussion Forums

**OTHER*** Email communication
* Final Grades
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Each week, you do these three course elements:

1) Read our Online Textbook;

2) Do Homework in Learn Smart;

3) Take the related Quiz.

There are three other graded assignments:

* a Final Exam, and
* a Case Study/Research paper, due in Unit 7/Week 8
* Three discussion forums.

**Graded Assignments & Deadlines:**

**IMPORTANT:** Assignments submitted after the **Sun. 11:59 pm ET deadline** will not be graded. There are **no extensions for deadline** due totechnology issues (internet, computer, electric power), or for work / family issues or short-term illness. Have a “Plan B” for these issues. For extraordinary circumstances / emergency situations (extended hospital stay, death in the family, etc.), contact me by email.

* **Homework** (SmartBook/LearnSmart) and **Quizzes,** both weekly – are graded per the percentage of correct answers you submit by the Sunday deadline.
* Due Week 8: Submit your written Case Study by the Friday deadline, after that, it will not be graded (Score = 0). For the Final Exam, it’s graded per the percentage of correct answers submitted by the posted deadline.

**Graded Assignments Detail**

From our online Econ textbook (Managerial Economics: Foundations of Business Analysis and Strategy, 13th ed.), we will cover assignments from 13 Chapters in 7 Units (Weeks): Chapters 1 – 11, and 15 – 16:

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| **Assignment** | **Weight (% of Final Grade)** |
| Read the Online Textbook | N/A. |
| 13 Homeworkin SmartBook | 35% |
| 13 Chapter Quizzes (100 pts each). | 35% |
| 1 Final Exam (100 pts). | 20% |
| 1 Case Study / Research paper (100 pts). | 10% |

**Case Study/Research Paper: Due: Fri., October 6, 11:59 PM**

Submit your Case Study/Research Paper into **Canvas** (Not Connect); it will be manually graded by the instructor**. Max points: 100; worth 10% of your final grade**. The assignment will be submitted through TurnItIn.com to check for plagiarism. Any paper with a similarity rating of more than 20% is subject to review and a potential failing grade.

**Instructions & Grading Rubric**

Select a publicly-traded company and utilize the economic concepts discussed in class to analyze this company.

**Format:**

* Use Microsoft Word. The body of the paper = 5 full pages (double-spaced); plus the Title Page and the Reference Page.
* Have at least three scholarly (peer-reviewed) resources for your references, plus the textbook for this course.
* Use APA Style (7th ed.) for the formatting, writing, the in-text citations, and the references: Double-spaced,12-pt font Times New Roman, 1-inch margins. Paper should have at least two different section heading styles. Before/after spacing should be set to “0”.
* Your paper will have 8 sections (below). Be sure to use a **Bolded Subhead** and a new paragraph for each.

Remember this is a formal research paper. Minimize the use of personal pronouns. Spelling and grammar count. Make sure you proofread this paper before submitting. It is highly recommended that you use Grammarly.com to help review your paper.

Pick a company you are interested in – Be sure to include **a Formal Analysis** in this paper, not just a “stack of facts” pulled from resources.

The paper must include the eight sections shown below. Each section should be a minimum of ½ to ¾ page in length. You must have an introductory paragraph and a conclusion in addition to the eight case sections.

Resources: based on business publication articles found in the Wall Street Journal, the Economist or other scholarly articles. **Include your analysis** – what you think. However, this is not personal opinion, but an informed and well-supported analysis based on your research.

**Sections:**

**Company Profile:** Briefly describe the company, and why the company was selected. Include the size of the company and the mission and vision statements.

**Product analysis:** What types of products are traded in this company? What are the substitutes and complementary products within the firm and within its industry?

**Demand and Sales:** What strategies has the firm used to increase its sale? (Review the firm’s annual report or business publications.) Indicate which variables you would use to forecast this particular firm’s demand curve; this industry’s demand curve.

**Elasticity:** How price elastic are the firm’s products? Explain in detail.

**Suppliers:** What suppliers does this firm/industry use? What external factors might affect supplier product/service availability? Explain in detail.

**Competitor analysis:** What type of market structure is applicable to the firm’s industry? What would typical demand curves look like for this firm? What type of strategies would be used by firms in this market structure? Comment on any strategies that this firm has used based on business publication articles found in the Wall Street Journal, the Economist, r other scholarly articles.

**Profitability analysis:** What strategies have the firms deployed or plan to deploy to increase profitability? What were the results? Based on the type of market structure that the firm operates in, what is the optimal strategy to increase profitability for this type of firm?

**Conclusion/Recommendations:** Recap the paper and provide recommendations you have for the organization.

A grading rubric will be available in Canvas. Use the rubric to ensure you have all of the required components.