



## **MANAGERIAL ECONOMICS**

Microeconomics for Business

**Syllabus: BUSN 7205X**

**Prof. Myles Bassell**

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# **Managerial Economics**

## **Syllabus: BUSN 7205X**

Brooklyn College  
School of Business  
Graduate Program

[mylesbassell.com](http://mylesbassell.com)



❖ Instructor's Information

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- Office Location: 216 Whitehead Hall
- Virtual Office Hours: 24/7 Email / Instant Message / **Text Message** / Phone
- Course Website: [http://www.brooklyn.cuny.edu/pub/Faculty\\_Details5.jsp?faculty=379](http://www.brooklyn.cuny.edu/pub/Faculty_Details5.jsp?faculty=379)
- Portfolio: <http://userhome.brooklyn.cuny.edu/bassell/teachingportfolio>
- My Website: [www.mylesbassell.com](http://www.mylesbassell.com)

❖ Textbook Required

**Managerial Economics**

By McGuigan, Moyer, Harris  
12<sup>th</sup> edition (2011)

Southwestern Cengage Publishers  
ISBN: 978-1-4390-7923-2



❖ Suggested Reading

- *The Economist*
- *Business Week*
- *Wall Street Journal*
- *Value & Capital*, Hicks 1939
- *Economics*, Samuelson 1948
- *Microeconomics*, Krugman 2004

❖ Course Overview

In this graduate level **Managerial Economics** course we will learn to apply the tools of economic analysis to solve business problems. Case study analyses are assigned to give students practical experience in applying important economic concepts. We will learn about demand analysis, production, cost analysis, market structure, pricing and output decisions, business strategy, incentives, contracting, governance, organizational forms, and government regulation. We will discuss how to use economic analysis to solve issues such as developing effective performance-evaluation systems and compensation plans, attracting and retaining workers, and creating organizational architectures that foster ethical behaviors.

The course uses technology to create an engaging and interactive learning community that is supportive, relevant, practical, insightful, and meaningful. Discussion boards on BlackBoard are used in our course to share information, apply concepts, draw conclusions, and have discussions about important economics topics and case studies.

❖ Grade Components

Research Project		10%				
Case Study Blogs		15%				
Discussion Boards		15%				
Exam 1	Online	30%	Chapters 1-8	Sun, June 17	<b>Opens</b> Sat 10AM	<b>Closes</b> Sun 10PM
Exam 2	Online	30%	Chapters 1-16	Wed, July 11	<b>Opens</b> Tues 10AM	<b>Closes</b> Wed 10PM

*This syllabus is subject to change as necessary.*

Assignments are due on BlackBoard at 10pm. **Late assignments will not be accepted.**

**CSA = Case Study Analysis ASSIGNMENT SCHEDULE**

**DB = Discussion Board**

Week	Date	Due @ 10pm	Required Reading Assignments
1	June 4 Mon June 6 Wed June 8 Fri	DB a DB b	Chapters 1 & 2 Goals of the Firm & Economic Concepts Chapter 3 Demand Analysis Chapter 4 Estimating Demand
2	June 10 Sun June 11 Mon June 13 Wed June 15 Fri	CSA 1 Chapter 3 DB c DB d	Polo Shirt Pricing and Demand Analysis Case Study pg 93 Chapters 5 & 6 Forecasting and Managing Chapter 7 Production Economics Chapter 8 Cost Analysis
3	June 17 Sun June 18 Mon June 20 Wed June 22 Fri	<b>Exam 1</b> online DB e DB f	Chapters 1-8 <b>Opens</b> Sat 10AM <b>Closes</b> Sun 10PM Chapter 9 Applications of Cost Theory Chapter 10 Monopolistic Competition: Prices & Output Chapter 11 Monopoly: Prices & Output
4	June 24 Sun June 25 Mon June 27 Wed June 29 Fri	CSA 2 Chapter 8 DB g DB h	Cost Analysis pg 298 Chapter 12 Oligopoly: Prices & Output Chapter 13 Game Theory Chapter 14 Pricing Techniques & Analysis
5	July 1 Sun July 2 Mon July 3 Tues July 4 Wed July 5 Thurs	CSA 3 Chapter 15 DB i <b>X X X X X</b> <b>X X X X X</b> <b>X X X X X</b>	Designing a Managerial Incentive Program pg 578 Chapter 15 Contracting & Governance <b>Bassell Student Appreciation Day</b> <b>College Closed</b> <b>Bassell Student Appreciation Day</b>
6	July 8 Sun July 9 Mon July 10 Tues July 11 Wed	CSA 4 Chapter 16 DB j <b>X X X X X</b> <b>Exam 2</b> online	Microsoft pg 643 Chapter 16 Government Regulation  Chapters 1-16 <b>Opens</b> Tues 10AM <b>Closes</b> Wed 10PM

**For all assignments you must:**

- + demonstrate your understanding of the chapter concepts,
- + explain the relevant concepts accurately,
- + draw conclusions,
- + demonstrate superior critical thinking skills,
- + apply the chapter concepts to the scenario correctly,
- + include facts from the scenario to support your position, and
- + make a recommendation (if appropriate) regarding next steps.

There are 4 criteria used to evaluate your posting:

- 1) **Quantity**, 2) **Quality**, 3) **Relevance**, and 4) **Manner**.

### Rubric for Evaluating Blog Assignments

Criteria	A 90+	B 80+	C 70+	F
<b>Quantity</b>	<p><b>500 words per question</b></p> <p>The amount of facts provided demonstrates an <b>excellent</b> and complete understanding of the concepts and the application of the concepts.</p>	<p><b>400 words per question</b></p> <p>The amount of facts provided demonstrates a <b>good</b> understanding of the concepts and the application of the concepts.</p>	<p><b>250 words per question</b></p> <p>The amount of facts provided demonstrates only a <b>fair</b> understanding of the concepts and the application of the concepts.</p>	<p>Less than 250 words per question. Either the assignment was not submitted, or there is not enough detail to demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero.</p>
<b>Quality</b>	<p>Demonstrates an <b>excellent</b> understanding of the chapter concepts, explains effectively and accurately the relevant concepts, applies the chapter concepts properly to the case, and includes facts from the case to support a main idea. Citations and examples were included as necessary.</p>	<p>Demonstrates a <b>good</b> understanding of the chapter concepts and often accurately and effectively explains the concepts, applies chapter concepts to the case, and includes facts from the case to support a main idea. Citations and examples were usually included as necessary.</p>	<p>Demonstrates only a <b>fair</b> understanding of the chapter concepts and only a fair ability to apply the concepts. Concepts are not fully or accurately explained. Citations and examples were generally not included as necessary.</p>	<p>Either the assignment was not submitted, or there is not enough detail to demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero</p>
<b>Relevance</b>	<p>Directly related to the case or chapter and is integrated with other postings.</p>	<p>Related to the case, but often not integrated well with other postings.</p>	<p>Somewhat related to the other postings and the case or chapter.</p>	<p>Not related to the assignment.</p>
<b>Manner</b>	<p>Very organized and has no spelling, punctuation, or grammatical errors.</p>	<p>Organized and usually has no spelling, punctuation, or grammatical errors</p>	<p>Disorganized and/or has many spelling and grammatical errors that makes it difficult to understand.</p>	<p>Very disorganized and has numerous spelling, punctuation, and grammatical errors.</p>

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### ❖ Academic Integrity

If an academic misconduct (for example: cheating on exams or papers, plagiarism...) occurs the instructor will impose the strongest sanctions that the University or College permits.

I encourage you to look at articles and/or resources from databases and/or on the Internet to find information regarding the case studies, discussion questions and/or other assignments. However, what you submit to me must be **your own work**. Direct quotations should be used very rarely and, when used, should be very short. You must **always indicate the sources used**. Students will not receive credit for answers on the different assignments that are mostly paraphrasing of other sources even if the sources are listed. Paraphrasing should be used very rarely and, when used, students must always indicate the sources used. There is no learning value for students to just quote and/or paraphrase parts of articles and/or resources found on the Internet or somewhere else.

If students use information from any source in an assignment and do not cite the source using quotation marks, this is plagiarism, which is a violation of academic integrity at Brooklyn College.

If I find evidence of plagiarism in an assignment, the student will receive a **score of zero** on this assignment. If I find again evidence of plagiarism in another assignment from the same student, this student will receive a **failing grade in the class**.

Furthermore, if a student plagiarizes and/or cheats I am required to report it to the Committee on Academic Integrity. This Committee may then decide to suspend or expel the student.

**WARNING:** The book is an important resource for this course and you must use it to answer the questions. The information needed to answer the questions is contained in the readings and should be the basis for your critical analysis. You are expected to draw conclusions and make recommendations based on the information in the case and the concepts explained in the chapters. Do NOT use other sources unless you properly cite them.

If you copy and paste information from the internet and/or do not cite your sources your grade on the assignment is a **zero**. That is cheating and plagiarism. If you plagiarize a second assignment your course grade is an **F**.

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### ❖ Course Objectives

The course will help students understand the following topics:

- estimating demand,
- demand analysis,
- regression analysis,
- exchange rates,
- business and economic forecasting,
- production functions,
- cost analysis,
- pricing and output decisions,
- Porter's Five Forces Model,
- monopolies and oligopolies,
- game theory,
- product life cycle,
- penetration pricing and price skimming,
- principal-agent model,
- organizational architecture,
- corporate governance, and
- government regulation.

### ❖ Learning Outcomes

At the conclusion of the course, students should be able to:

1. conduct demand and cost analysis;
2. compute break-even volume;
3. estimate and discuss price elasticity, income elasticity, and cross price elasticity;
4. forecast demand using regression and exponential smoothing;
5. calculate and discuss the optimal combination of inputs;
6. provide significant insight regarding market and organizational structures, corporate governance, pricing techniques, game theory, demand and cost analysis, production and cost functions.

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## ❖ Methodology

- **Textbook:** The textbook is required and an important tool used to expose students to important economic concepts and topics. **You should read all the chapters in the book**, but some chapters will receive greater attention than others during the semester.
- **Case Studies:** The **application** of key economic concepts will be explored and students will be required to analyze **case studies**. The case studies are a great learning tool since they will help improve your understanding of the concepts and strengthen your critical reasoning skills. The questions are designed to give you the opportunity to demonstrate an understanding of the concepts and to apply the concepts to specific scenarios. You must give a **comprehensive explanation** using the criteria and components of the relevant concepts. Your answer must be persuasive and use the course concepts as a basis. **Each case study analysis should be a minimum of 2,500 words**. Each question requires a **minimum** response of 500 words, but there is no maximum number of words. If your posting is less than 500 words you might receive partial credit. The minimum is not equivalent to a grade of 100% and doing the minimum is not enough to get a grade of 100%. However, it is not just about the number of words posted. There are 4 criteria used to evaluate your posting 1) **Quantity**, 2) **Quality**, 3) **Relevance**, and 4) **Manner**.
- **Discussion Boards:** Discussion threads will post to the course online via Black Board. Students are required to enter the discussion board and post thoughtful comments. Comments should demonstrate an understanding of key course concepts, strong critical thinking skills, and a persuasive logic. You must make 4 posts: 1 main post that answers the questions and 3 subsequent posts regarding the postings of others on our team.
- **Video Segments:** There are some video segments posted on BlackBoard. Keep in mind the video lectures are for your benefit. These lectures close the gap between theoretical and practical. Do **not** just provide a list of topics discussed. You must provide a detailed explanation of the concepts and specific examples discussed in the lecture. Do **not** include related information from an online source. If you simply copy and paste 'stuff' from the internet your score is a zero. If this happens more than once your grade in the course is an F. However, if you want to include a link, chart, or information that is properly footnoted and include as an attachment at the end of your report I will review the information.

We will not cover all the chapters in the book, but rather focus on certain chapters in great depth and others not at all. However, **I strongly encourage you to read the entire textbook**.

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- **Research Project**

You are enrolled in a dynamic and exciting graduate business course that gives you the opportunity to get hands on practical experience in conducting research regarding a variety of topics. I will create a unique survey gizmo questionnaire link for each member of our team. I will write the survey questions and you will get respondents.

\*\*\* Importantly, please also forward this link to your friends / family and ask them to also forward the link to their friends / family. This is a critical component of our research methodology.

The sampling technique we are using is called snowball sampling. The key to snowball sampling is to not only get others to complete the survey, but importantly get them to forward the survey link to their friends / family and their friends / family send the survey link to their friends / family. Your survey requests must include this important instruction.

You should **not** complete the survey, but even if you did complete the survey I ask that you **not** complete the survey more than once. For each survey completed I can see the ISP address. When I sort the data I automatically delete duplicate responses. If you complete the survey for many students in the class those responses get deleted.

\*\* Do **NOT** ask members of our class to complete the survey for you and you should **NOT** complete their survey. Do **NOT** send your link to any Brooklyn College email distribution list and certainly do **NOT** send your survey link to the distribution list for the graduate program since that would be counterproductive.

Your survey links will post under TOOLS --> MY GRADES

Many have had success having people at the local church, temple, and mosque complete the survey.

Some have emailed or text their friends and family the link. Others have sent the link to all their friends on facebook.

\*\*\*\* Even if you don't have facebook, ask your friends to post on their facebook page and message their facebook friends.



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The minimum for each survey should be

**100** responses from

100 different people with 100 different ISP addresses.

You can do it !! Yes you can !!

Considering we live in a world dominated by social networking on the internet and network marketing, 100 responses is very realistic for graduate students.

There are two skills you should develop in graduate school:

1- the ability to apply the concepts you learn in this course to your job, and

2- the ability to conduct research to find information that will help you solve problems.

All my graduate courses are designed to help students strengthen the skills mentioned above. I realize that some students on our team don't want to come to class, don't want to take exams, don't want to participate in discussion boards, don't want to work on projects, and don't want to analyze case studies. However, this is all for your benefit and I put a great deal of effort into designing a course that will help you be successful in your educational and professional endeavors.

Many students in prior semesters had over 200 responses. \*\*\*\* Importantly they asked their friends to forward the survey to their friends. This is known as snowball sampling.

Please contact me with any comments or questions.

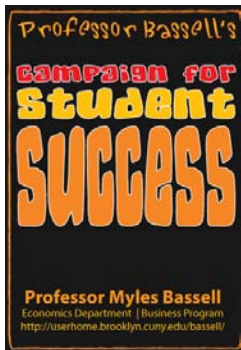
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### ❖ My Goal

My goal is for students to L E A R N ! It is all about you!

### ❖ My Mission

To help students achieve their educational and professional goals.



### ❖ My Goals For You

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to use computers and the Internet
4. Expand Your ability to find and use information on your own
5. Develop Your ability to express your ideas
6. Fortify Your appreciation and sensitivity to ethical issues and diversity

### ❖ My Dozen Objectives

1. Distribute a written syllabus on or before the first day of class
2. Demonstrate my ability to organize materials for the class
3. Stimulate interest in the topic being studied
4. Generate effective class discussion
5. Communicate effectively and speak clearly
6. Encourage independent thinking and ethical behavior
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Keep to the time and schedule requirements of the class
10. Provide students access to me outside of class and be available for Q&A
11. Clearly communicate course requirements and assignments
12. Promptly grade assignments

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## ASSIGNMENT SCHEDULE

**Week 1 Read:** Chapters 1, 2, 3, & 4

**Discussion Board a** (Due by Monday @ 10:00 pm) Chapters 1 & 2 Goals of Firms & Economics

Explain fully several dimensions of the principal-agent problem as it relates to the shareholder-principal conflict with manager-agents. Discuss the pros and cons of the compensation committee devoting more to executive salary and bonus (cash compensation) or more to long-term incentives if the goal is to mitigate agency problems between senior management and executives and shareholders. Explain fully the role each type of pay plays in motivating managers.

Give an example of a situation in which you use marginal analysis to make a decision. Explain why you agree or disagree with that the belief held by economists that rational people think at the margin.

**Discussion Board b** (Due by Wednesday @ 10:00 pm) Chapter 3 Demand Analysis

Discuss the factors that impact the demand for iPads. How would you characterize the price elasticity of demand for iPads? What are the factors impacting the price elasticity of demand for iPads? How would you characterize the income elasticity of demand for iPads?

Choose a product that you consume regularly. Suppose the price of this product declines. How would you adjust your purchasing behavior based on this reduction price? Would there be a substitution effect and/or an income effect as a result of the decline in price? Which one would be the dominant effect?

**Week 2 Read:** Chapters 5, 6, 7, & 8

**Case Study Analysis 1** (Due by Sunday@ 10:00 pm) Polo Pricing : Chapter 3 page 93

**Discussion Board c** (Due by Monday@ 10:00 pm) Chapter 6 Managing Globally

In the reading the authors state that "outsourcing is as much about importing competitiveness as it is about exporting jobs". Explain why agree or disagree with this statement.

Explain why you are in favor or not in favor of the North American Free Trade Agreement (NAFTA). Explain how you think NAFTA can be improved. Now that two decades have passed since the signing of NAFTA explain fully why you believe it was successful or not successful. Who benefitted the most from NAFTA and who benefitted the least?

**Discussion Board d** (Due by Wednesday @ 10:00 pm) Chapter 7 : Production Economics

Lobo Lighting Corporation currently employs 100 unskilled laborers, 80 factory technicians, 30 skilled machinists, and 40 skilled electricians. Lobo feels that the marginal product of the last unskilled laborer is 400 lights per week, the marginal product of the last factory technician is 450 lights per week, the marginal product of the last skilled machinists is 550 lights per week, and the marginal product of the last skilled electrician is 600 lights per week. Unskilled laborers earn \$400 per week, factory technicians earn \$500 per week, machinists earn \$700 per week, and electricians earn \$750 per week.

Explain fully if Lobo is using the lowest cost combination of workers to produce its targeted output. Show all calculations. Explain fully your recommendations to assist the company in lowering costs.

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**Week 3 Read:** Chapters 9, 10 & 11

**Exam 1** Online 30% Chapters 1–8 Sun, June 17 **Opens** Sat 10AM **Closes** Sun 10PM

**Discussion Board e** (Due by Monday@ 10:00 pm) Chapter 8 Cost Analysis

Kay Evans just completed her B.S. degree and is considering pursuing doctoral (Ph.D.) studies in economics. If Kay takes a job immediately a job after graduation, she can earn \$35,000 during the first year, with an anticipated raise of \$4,000 per year over the next five years. If Kay pursues the doctorate, five more years of school are required. Kay has been offered an assistantship paying \$9,500 per year plus tuition. Books and computer purchases needed for her study will cost an average of \$1,500 per year. These costs will not be incurred if Kay takes a job immediately. Upon graduation, Kay expects an annual income level of \$55,000 during her first year of teaching. The growth rate in Kay's teaching salary is expected to equal the growth rate of the income she would make if she did not pursue the Ph.D.

Explain fully how Kay should evaluate her decision to pursue a Ph.D. What other information do you need? What factors other than salary should be considered?

US Airways owns a piece of land near the Pittsburgh International Airport. The land originally cost US Airways \$375,000. The airline is considering building a new training center on this land. US Airways determined that the proposal the new facility is acceptable if the original cost of the land is used in the analysis, but the proposal does not meet the airline's project acceptance criteria if the land cost is above \$850,000. A developer recently offered US Airways \$2.5 million for the land.

Explain fully if US Airways should build the training facility at this location or not.

**Discussion Board f** (Due by Wednesday@ 10:00 pm) Chapter 10 Prices & Outputs: Monopolistic

Television channel operating profits vary from as high 45-55% at MTV and Nickelodeon down to 12-18 at NBC and ABC. Provide a Porter Five Forces analysis of each type of network. Explain why MTV is so profitable relative to the major networks.

Economists distinguish four market structures: pure competition, monopolistic competition, oligopoly, and monopoly. Provide an example of industry for each market structure. For each example of industry, explain the criteria used to characterize the market structure.

**Week 4 Read** Chapters 12, 13 & 14

**Case Study Analysis 2** (Due by Sunday@ 10:00 pm) Cost Analysis Chapter 8 page 298

**Discussion Board g** (Due by Monday@ 10:00 pm) Chapter 11 Prices & Outputs: Monopoly

Explain why you think or do not think Microsoft is a monopoly. You must explain the criteria used to determine whether Microsoft is a monopoly.

Explain why you think or do not think the natural monopoly argument is valid. Give a specific example of industries to support your point.

**Discussion Board h** (Due by Wednesday@ 10:00 pm) Chapter 12 Price & Outputs: Oligopoly

Give an example of an industry with an oligopolistic structure. What are the firms in this industry? What criteria are you using to classify this industry as an example of oligopoly? Has this industry experienced price wars? If so, why? If not, why not?

Provide an example of oligopolistic firms that successfully engaged in an illegal collusive agreement (besides the examples provided in the textbook). What were the factors that led to the collusion of these firms? How was the collusion detected by the government? What was the sanction for the firms involved in the collusion?

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**Week 5 Read:** Chapter 15

**Case Study Analysis 3** (Due by Sunday@ 10:00 pm) Designing a Managerial Incentive Program pg 578

**Discussion Board i** (Due by Monday@ 10:00 pm) Chapter 15 Contracting & Governance

Would warehouse operators insist on owning their own trucking companies? Why or why not? What coordination and control problems and contractual hazards would these companies encounter? What organizational form would warehouse operators and truck hauling companies adopt?

In benchmarking sales representatives against one another, what problems arise from continuing to reassign the above-average trade representatives to previously unproductive sales territories? As a manager, what would you do to ensure that sales representatives have the appropriate incentives to increase their work effort?

**Week 6 Read:** Chapter 16

**Discussion Board j** (Due by Monday@ 10:00 pm) Chapter 16 Government Regulation

Collusion among oligopolistic firms can be facilitated in part by information sharing. As a consequence, the sharing of price information among rival oligopolistic firms can violate U.S. antitrust laws. You can see how the U.S. Supreme Court has interpreted antitrust law as it pertains to sharing information by reading a summary of the case of U.S. vs U.S. Gypsum Co. et al. (483 U.S. 422), which is available at:

<http://supreme.justia.com/us/438/422/case.html>

In what manner was price information shared, and why did the court find these actions to be an antitrust violation?

Why is pollution a negative externality? What would be an example of a positive externality? What policies do you think are the most effective to induce firms to pollute less?

Exam 2      Online      30% Chapters 1–16 Wed, July 11    **Opens** Tues 10AM    **Closes** Wed 10PM

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## ❖ Exams &amp; Grading

Research Project		10%					
Case Study Blogs		15%					
Discussion Boards		15%					
Exam 1	Online	30%	Chapters 1-8	Sun, June 17	<b>Opens</b> Sat 10AM	<b>Closes</b> Sun 10PM	
Exam 2	Online	30%	Chapters 1–16	Wed, July 11	<b>Opens</b> Tues 10AM	<b>Closes</b> Wed 10PM	

**Not being able to get into Black Board is not an excuse** for not completing assignments. The assignments for the entire semester are already posted to BlackBoard or our course website and I encourage you to stay ahead of the schedule.

EXTRA CREDIT: There are no EXTRA Credit assignments.

Your exams and projects will be graded diligently. There is **NO curve** in grading exams. There are **NO extra credit** assignments. A **rigorous process** will be used to determine your final grade. If you get an A you should get satisfaction from knowing that you worked hard and earned that grade.

## ❖ Grading Criteria : Graduate Level

A	93% +	B-	80% - 84%
A-	90% - 92%	C+	76% - 79%
B+	86% - 89%	C	75%
B	85%	F	Below 75%

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### ❖ Disability-Related Accommodations

In order to receive disability-related academic accommodations students must first be registered with the Center for Student Disability Services. Students who have a documented disability or suspect they may have a disability are invited to set up an appointment with the Director of the Center for Student Disability Services, Ms. Valerie Stewart-Lovell at 718-951-5538. If you have already registered with the Center for Student Disability Services please provide your professor with the course accommodation form and discuss your specific accommodation with him/her.

### ❖ Absence for Religious Reasons

You are not required to attend a class meeting if it interferes with your religious observance. However, being absent does not excuse you from submitting or completing any assignments that are due. The state law regarding non-attendance because of religious beliefs can be found in the Brooklyn College Bulletin. [http://www.brooklyn.cuny.edu/pub/documents/grad\\_bulletin\\_11.pdf](http://www.brooklyn.cuny.edu/pub/documents/grad_bulletin_11.pdf)

### ❖ Important Dates on the College Calendar

**Monday, June 4** *First day of classes*

**Tuesday, June 5** *Last day to add a course*

**Wednesday, June 6** *Last day to file an Elective Pass/Fail Application*

**Wednesday, June 6, Thursday, Late-add period:** To add a course, the instructor and department must approve on

**June 7, Monday, June 11** Late-Add form.

**Wednesday–Monday, June 6–11** *Drop period* Drop a course without a grade; online system is available.

**Monday, June 11** *Last day to drop a course without a grade*

**Tuesday, June 12** *Last day to file for graduation* (September 1, 2012)

**Tuesday, June 12** *Last day to apply for approved thesis* for September 1, 2012 graduation

**Tuesday, June 12** *First day to apply* for a withdrawal (W grade) from courses

**Monday, June 25** *Last day to apply for nonpenalty withdrawal* (W grade) from courses

**Wednesday, July 4** *Independence Day – college closed*

**Tuesday–Wednesday, July 10–11** *Graduate final classes/examinations*



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### Code of Conduct

This Code of Conduct highlights and supplements, but does not replace the Code of Conduct issued by Brooklyn College and/or The City University of New York (C.U.N.Y.). The goal of this code is to maximize the classroom experience for all.

Your course grade is in part a function of your:

1. exam, project, and quiz results
2. level of participation
  - a. projecting a positive attitude
  - b. making intelligent and relevant remarks on discussion board
3. accurate completion and timely submission of assignments

There are other factors that can have a significant impact on your course grade and they include:

- Cheating / Plagiarism
  - **(phones, ipods, pda's, blackberry's, treo, and other devices are NOT allowed during any exam)**
- Disruptive Behavior
  - Rudeness
  - Disrespect
  - Lateness
  - Interrupting the lecture
- Frequent absence
- Signing the attendance sheet and leaving OR signing for someone else
- Failure to turn off electronic devices (cell, phones, pagers etc)

"The faculty and administration of Brooklyn College support **an environment free from cheating and plagiarism**. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at this site: <http://www.brooklyn.cuny.edu/bc/policies>. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member **MUST** report the violation."

All students should read carefully and thoroughly the 2011-2012 Brooklyn College Bulletin, especially pp. 21-35 for a complete listing of academic regulations of the College.

**[http://www.brooklyn.cuny.edu/pub/documents/grad\\_bulletin\\_11.pdf](http://www.brooklyn.cuny.edu/pub/documents/grad_bulletin_11.pdf)**

### Penalties

Violation of this Code of Conduct and other rules of Brooklyn College and C.U.N.Y. can result in:

- Lowering your course grade one full letter per offense
- Receiving an F or failing grade for the course
- Being suspended or expelled from the college or university



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## ❖ General

This is a graduate course. I developed a roadmap that will enable us to successfully cover the course materials. Late assignments will not be accepted. If you do not complete an assignment your grade for that assignment is a zero. The due dates are set to help you manage the workload and be successful in the course. I will not issue an **INC grade** since I do not believe that is in your best interest. Campus wide it has been found that almost always the student does not complete the work required by the college's deadline and the computer automatically turns the INC into an F. If necessary you can drop the course with a W grade.

However, I designed the course to be meaningful, but also manageable. I know that many of you work, have families, and are taking other courses. I am very confident that you will be able to meet the course requirements. **You can do it! Yes you can!** [Let me know what I can do to help you be successful.](#)

\*\*\*\* Your responses to each question must be detailed and demonstrate your understanding of the key concepts in the chapter. You must be able to demonstrate your ability to apply the chapter concepts to the case studies. If you use key terms in your response please define the terms and explain how they are applicable to the case. I know what the terms mean, but for you to get full credit you need to convince me that you know what the terms mean. :-)

**Do not email me your case study analysis.**  
**Post your assignments to BlackBoard.**

### Case Study Analysis

#### You must:

- + demonstrate your understanding of the chapter concepts
- + **explain the relevant concepts correctly**
- + apply the chapter concepts to the case, and
- + **include facts from the case to support your position**

\*\*\* Type your responses in WORD and save to your computer or flash drive so that you can review your case studies for the exam. Copy and paste your responses to the BlackBoard blog for the assignment by **10 pm** on the due date. Each assignment has a separate blog link. After the due date you will no longer be able to post to blackboard.

## ❖ Media Players

To make the course more interactive and interesting I also posted a short video for each case. For your convenience I posted two different file types for each video case.

VLC Media Player can play Flash (flv) and Mpeg 4 (mpg) video files.

Download free VLC Media Player at the link below

<http://www.videolan.org/vlc/>

Quick Time also can play Mpeg 4 (mpg) video files

<http://www.apple.com/quicktime/download/>

Windows Media Player can play Windows Media Video (wmv) files

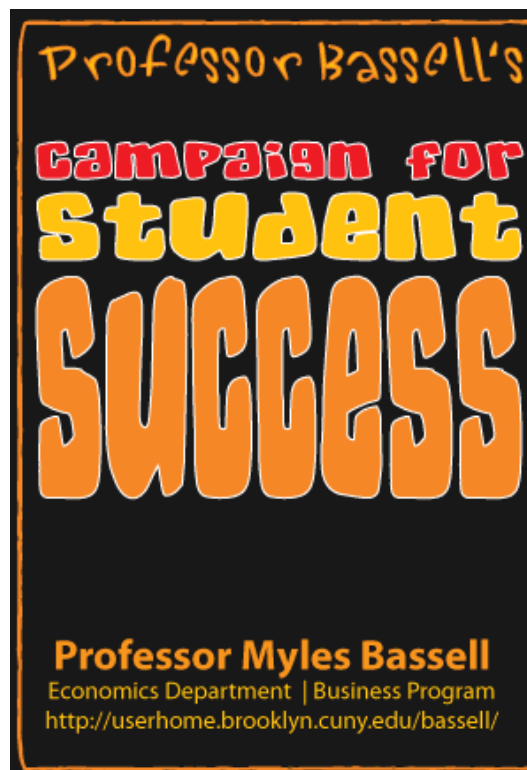
Download free Windows Media Player at the link below

<http://www.microsoft.com/windows/windowsmedia/player/10/default.aspx>

Brooklyn College, School of Business, Graduate Program

This will be a fun semester ! I am looking forward to being your coach !

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