



Course	MBA 620 Understanding Market Dynamics 5/18/2015-7/6/2015 Monday 6 PM – 9:20 PM Gore 134
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Professor	Hal W. Snarr Office: Gore 105 Office Hours: 5-6 MW Phone: 801-832-2634 Email: hsnarr@westminstercollege.edu
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Course readings	<i>Learning Basic Macroeconomics: A Policy Perspective from Different Schools of Thought</i> (Hal W. Snarr, October 2014, Business Expert Press, LLC) <i>Economics with CengageNOW access card</i> (Roger Arnold, 11th Edition)
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Course overview	This course analyzes the multi-faceted environment in which the firm has to operate in today's complex world. Economic, political and other forces influencing the firm's position and its possible strategies are discussed, on all pertinent levels: global, national, as well as the level of firm's own industry. Students who did not take an Economics class as an undergraduate are responsible for attending the Economics (MBA 501) Foundational Literacy Workshop prior to enrolling in this class.
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Learning goals	This course addresses the following college-wide learning goals: <ul style="list-style-type: none">• Critical, analytical and integrative thinking• Leadership, collaboration, and teamwork This course addresses the following school or program learning goals: <ul style="list-style-type: none">• Computer literacy—applying software tools to business problems• Quantitative literacy—ability to apply mathematical techniques to business decisions and to present results in tables, graphs, and words; to use and apply statistical techniques and to interpret empirical results• Interpersonal/team skills.
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Learning approaches	Each week select chapters from <i>Learning Basic Macroeconomics</i> (Snarr) or <i>Economics</i> (Arnold) will be read before class. When you chose a seat, please sit near the members of your group that I will randomly assign in an email each Monday. At the start of class, I will give each group 55 minutes to solve a problem from the week's CengageNOW HW problem set. Carefully reading the assigned chapters will make this much easier. Excel simulations that I have posted to www.halsnarr.com will also help groups solve their problem. As you work in your groups, I will wander through the room, asking students at least one question each from the reading. I will also answer your questions. I will keep a record of the quality of student questions in the gradebook on CengageNOW as part of your weekly participation grade. Relative to the students who read the chapters carefully, those who do not will have more questions, may not be able to answer my questions, and will likely earn fewer participation points.
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After a 5 minute break, each group will present the solution to their problem from the week's CengageNOW HW problem set. As your classmates are presenting their solutions, ask them questions and take careful notes because everyone has to complete all of the problems in each week's CengageNOW HW problem set by the due date, 5:55 pm on the day of our next meeting. I say this because every student on every retake of nearly every problem has a unique set of solutions.

NO HOMEWORK TIME EXTENSIONS WILL BE GRANTED.

In lieu of a final exam, 3 students will present the acceptance speech of an economist who was awarded the Nobel Prize. Groups must use PowerPoint. Each group member is responsible for the entire presentation. The presentation must include: a bio of their economist, his/her seminal economic model, how it affects the aggregate market model, how it is affected by entrepreneurialism and technological advancement, and economic policy recommendations. Grades will be determined using the attached rubric.

If for whatever reason you cannot attend the final presentation, you must convert your group's final presentation into a YouTube video. You can do this by recording your voice on each slide of the PPT. After you embed explanations for all slides, you can export the PPT as a video that you will email me and your classmates.

Evaluation List details about how students will be graded for the course. (Include attendance and late assignment policies.)

Course Evaluation	Percentage
Attendance and participation	20%
Weekly group presentations	20%
CengageNOW assignments	40%
Final group presentation	20%
Total	100%

Grades will be determined in accordance with Westminster College grading policies. The cutoff percentages for grading purposes are as follows:

A = 94; A- = 90; B+ = 87; B = 83 ; B- = 80; C+ = 77;
C = 73; C- = 70, D+ = 67; D=63; D- = 60; F <60

Written feedback will be provided on all assignments, and more detailed feedback will be provided at any time upon request. If you believe you have received an incorrect grade on any assignment for this class, please bring it to my attention immediately.

Expectations **You can expect me to:**

- Grade and provide feedback on assignments within one week of the date they are submitted.
- Return email messages and phone calls within 24 hours.
- Use CANVAS to enhance student learning, communication, and convenience.
- Follow the syllabus and hold each class session as scheduled. In the event of an unsolvable conflict or emergency, I will make every effort to arrange for a qualified substitute to teach the class.
- Be readily available to meet with students, either during regularly-scheduled office

hours or at any other time that works for both of us.

- Complete final grades and provide students with feedback on final grades within two weeks of the date the last course assignment is submitted.

I expect you to:

- Attend each class session. In the event that you must miss a class, please notify me in advance and assume responsibility for the material you missed.
- Bring your laptop to class, which should have Excel installed on it.
- Read the course syllabus, ensure you have a clear understanding of the course requirements and evaluation methods used in the course, and fulfill the course requirements.
- Come to class prepared and participate fully, honestly, and professionally in class discussions and online class activities.
- Learn about and abide by Westminster College's academic honesty policy. Specifically, I expect you to not engage in cheating, plagiarism and furnishing false or misleading information to any faculty or staff member. The policy is explained in detail here: www.westminstercollege.edu/catalog/details.cfm?id=5753#Honesty
- Immediately notify me in the event of an emergency that prevents you from submitting an assignment or completing the course.
- Ask questions if any expectations or assignments are unclear.
- In the classroom, be **courteous** to and respectful of your **classmates** and me.

ADA statement

Services for Students with Disabilities. If you have a disability for which you will need accommodations in this class, please let me know as soon as possible. You will be required to provide documentation of your disability to the Services with Disabilities program in the START Center in Carleson Hall at 801-832-2280, TDD 832-2286, or startcenter@westminstercollege.edu.

About the instructor

I have a Ph.D. in economics from Washington State University. From 2004 to 2013, I taught economics and business statistics at North Carolina A&T State University. I conduct research using statistics. I have published 13 articles in peer reviewed journals with one other presently under review. My research studies the effects of public policy on labor supply, welfare participation, fertility, and migration using advanced multiple regression analysis techniques.

Syllabus changes

This syllabus is subject to change.

Schedule of Topics and Assignments

Class	Prior to class	Class activities
May 18	Set up CengageNOW account. Read Chapters 1 and 2 (Snarr)	Solve the assigned problem from CengageNOW HW 1 & 2. Groups present their solutions to their assigned problems. Answer questions I pose to you in both segments.
June 1	Read chapters 16, 23, 24, 25, 26, & 31 (Arnold)	Solve the assigned problem from CengageNOW A HW. Groups present their solutions to their assigned problems.

June 8	CengageNOW HW 1 & 2 due at 5:55 pm Read chapter 3 & 4 (Snarr)	Answer questions I pose to you in both segments. Solve the assigned problem from CengageNOW HW 3 & 4. Groups present their solutions to their assigned problems. Answer questions I pose to you in both segments.
June 15	CengageNOW A HW due at 5:55 pm Read chapter 5 (Snarr)	Solve the assigned problem from CengageNOW HW 5. Groups present their solutions to their assigned problems. Answer questions I pose to you in both segments.
June 22	CengageNOW HW 3 & 4 due at 5:55 pm Read chapter 6 (Snarr)	Solve the assigned problem from CengageNOW HW 6. Groups present their solutions to their assigned problems. Answer questions I pose to you in both segments.
June 29	CengageNOW HW 5 due at 5:55 pm Read “How Competitive Forces Shape Strategy” (Porter)	Discuss the assigned Competitive Force. Groups present their Competitive Force. Answer questions I pose to you I both segments
July 6	CengageNOW HW 6 due at 5:55 pm	Final Group Presentations.

Business Presentations Rubric

Name:	Very Poor	Poor	Fair	Good	Excellent	SCORE
Content and structure <ul style="list-style-type: none"> • Began with an opening that captured the audience's attention. • Stated the purpose and gave a preview of what would be discussed. • Used a logical, understandable structure for the presentation. • Presented main points clearly. • Used supporting evidence to increase credibility. • Presentation was interesting and informative. • Used smooth transitions, including internal summaries to signal progress. • Closing was strong and effective. Comments:	<26	26	30	34	40	
Audience focus <ul style="list-style-type: none"> • Presentation was geared to the unique characteristics and needs of the audience. • The level of audience interaction was appropriate based on the objective. • Presentation approach was modified as necessary based on the audience's reaction. Comments:	<13	13	15	17	20	
Delivery <ul style="list-style-type: none"> • Engaged the audience through effective eye contact and gestures. • Showed enthusiasm through voice volume/inflection and facial expressions. • Avoided distracting mannerisms (e.g., fidgeting, use of fillers). • Used vivid language such as analogies, comparisons, colorful examples. • Moved toward and away from the audience at appropriate times. • Used a natural, conversational delivery style; didn't memorize or rely on notes. • Created a professional impression through appearance, enunciation, language. • Presentation obviously had been well rehearsed. • Handled questions and challenges thoughtfully, candidly, and authoritatively. Comments:	<13	13	15	17	20	
Visuals <ul style="list-style-type: none"> • Used visuals that were appropriate for the situation. • The visuals were simple, readable, clear and professional. • Visuals were presented in a skillful, non-distracting manner. Comments:	<13	13	15	17	20	
TOTAL SCORE: Very Poor—less than 60 Poor—60-69 Fair—70-79 Good—80-89 Excellent—90-100						