



## **MBA 745-01-3 Economics for Strategic Decision Makers Spring 2024 Course Syllabus**

**Instructor:** Dr. Guanlin Gao  
**Email:** [guanlin.gao@chaminade.edu](mailto:guanlin.gao@chaminade.edu)  
**Phone:** (808) 739-4609  
**Office:** Kieffer Hall, Room 22  
**Class session:** Jan. 8 – Mar.17, 2024

**Format:** Hybrid. In-person classes meet on alternative Saturdays, 8:30 AM- noon at Kieffer 9. Online classes are delivered asynchronously on Canvas.  
**Office Hours:** By appointment.

**Course description:** This course provides MBA students the economic tools and techniques useful for business decision-making. This course is an application of microeconomics and macroeconomics analysis to business decisions in production costs, demand and supply, market competition, and economic forecasting.

### **Textbook (recommended but not required):**

1. Thinking, Fast and Slow. Daniel Kahneman. Farrar, Straus and Giroux, 1st Edition. ISBN-10: 0374533555. ISBN-13: 978-0374533557.
2. Misbehaving: The Making of Behavioral Economics. Richard Thaler. W. W. Norton & Company. ISBN-10: 039335279X. ISBN-13: 978-0393352795.
3. (Optional) Managerial Economics & Business Strategy (10th Edition), Michael Baye & Jeffery Prince. McGraw-Hill Higher Education. 2022. ISBN-10: 1260940543. ISBN-13: 978-1260940541.

Other course materials will be provided by the instructor.

**Course learning objectives (CLOs):** By the end of this course, students should be able to

1. Employ the concepts of scarcity, opportunity cost, elasticity, and marginal analysis in business decision making under various market structures.
2. Evaluate and justify the core decision rules for a firm's production in the short-run and the long-run.
3. Illustrate the use of game theory in the strategic business decision-making process.
4. Determine how business cycles and government policies influence the economic decisions of households and firms.

**Program learning objectives (PLOs):** A graduate with a Masters of Business Administration degree will be able to

1. Use financial tools and analysis to inform organizational decisions utilizing a knowledge of the issues central to financial management of an organization.

2. Use concepts and processes of marketing and management to inform organizational decisions that enhance value creation.
3. Use the appropriate framework to analyze ethical dilemmas and inform organizational decisions.
4. Use economic data and knowledge of domestic and global economic environments to inform organizational decisions.
5. Identify appropriate leader actions for enhancing individual, group and organization effectiveness in accordance with principles of leadership dynamics.
6. Assess and create strategy for organizations in specified business environments in accordance with central components and processes of strategic management.
7. Develop and present a strategic plan for organizations promoting service, justice and peace within the community.

**Marianist Values:**

**Native Hawaiian Values:**

1) Education for formation in faith	(Mana) E ola au i ke akua ('Ōlelo No'eau 364) - May I live by God
2) Provide an integral, quality education	(Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Ōlelo No'eau 1957) - Acquire skill and make it deep
3) Educate in family spirit	('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Ōlelo No'eau 1200) - Recognize others, be recognized, help others, be helped; such is a family relationship
4) Educate for service, justice & peace	(Aloha) Ka lama kū o ka no'eau ('Ōlelo No'eau 1430) - Education is the standing torch of wisdom
5) Educate for adaptation & change	(Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Ōlelo No'eau 203) - All knowledge is not taught in the same school

**Curriculum mapping:** This course satisfies the following program and University requirements

	CLO 1	CLO 2	CLO 3	CLO 4
Marianist Values	5	2	2	5
Program Learning Objectives	4	4	4	4

**Instructional methods:** This is a 10-week hybrid course, which means that the class will meet 50% of the time for face-to-face classroom interaction, and the other 50% of the material will be delivered online asynchronously. It is essential that you have access to a reliable internet and a browser-updated, and software-updated computer.

**Credit Hour Policy:** This is a four-credit hour course requiring 180 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend a total of 35 hours in class, including in-person and online sessions, 65 hours conducting research for a final project and recording the final presentation. There will be an additional 80 hours of work required beyond what is listed here, including but not limited to, course readings, homework assignments, group discussions and group work, etc., averaging 8 hours each week during the 10-week accelerated semester.

### Tentative course schedule:

Date	Format	Topic
1/13	In-person	The Ten Principles of Economics that Everyone Should Know
1/20	Online	The Market Economy and Government Regulations
1/27	In-person	Homo Economicus or Homo Sapiens: The Real Decision Makers
2/3	Online	Elasticity and Implications
2/10	In-person	Market Structure and Strategic Behaviors I
2/17	Online	Firm Production Costs
2/24	In-person	Market Structure and Strategic Behaviors II
3/2	Online	Final Project: Prep Time
3/9	In-person	The Big Picture: The Economic Environment
3/16	In- Online	Final Project: Deliverables Due

*This course schedule provides a general plan. Deviations may be necessary.*

### Class policy:

- 1. Stay connected.** No question should be left unanswered. You have multiple ways to stay connected with me and your classmates. Don't be shy to ask for help.
  - **Email:** When emailing me, please include your name and class information so I know which class you are in. Make sure you use your Chaminade student email so your email will not be filtered by the system. Please expect a reply within 24 hours on weekdays and 48 hours on weekends.
- 2. Class etiquette:** You are expected to behave professionally in class so as not to disrupt others or the learning environment. If you have to arrive late or leave the class early for a reason, please let me know in advance. If you miss a face-to-face class, you are responsible to catch up with the class materials.
- 3. Course materials:** All course materials including slides, videos, announcements, assignments, and project requirements are available on the class Canvas Website. Missing announcements or emails are not valid reasons for not completing any course requirements.
- 4. Group work:** You are expected to work closely with your peers. **All class assignments and final project are group works by default.** Only one copy of the deliverables is required per group. No late submission will be accepted.

### Grading scale:

- **Homework assignments (70%):** Your homework assignments include case studies and problem sets. Your work should represent your best effort in analyzing the business cases and solving the problems. All assignments will be posted on our Canvas course website. Group work and collaboration are strongly encouraged for completing these assignments.
- **Final project (30%):** You will be working in teams to complete the final project. You will apply what you have learned in the class to design, produce, and sell a

real product to help raise fund for a charity of your choice. More details and the grading rubrics will be provided in class.

Weighted Average (%)	Equivalent Letter Grade
90 and above	A
80-89	B
70-79	C
60-69	D
Below 59	F

### University Policies:

**Academic Honesty Statement:** Violations of the Honor Code are serious. They harm other students, your professor, and the integrity of the University. Alleged violations will be referred to the Office of Judicial Affairs. If found guilty of plagiarism, a student might receive a range of penalties, including failure of an assignment, failure of an assignment and withholding of the final course grade until a paper is turned in on the topic of plagiarism, failure of the course, or suspension from the University. Violations of Academic Integrity: Violations of the principle include, but are not limited to:

- Cheating: Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise.
- Fabrication and Falsification: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of inventing or counterfeiting information for use in any academic exercise.
- Multiple Submissions: The submission of substantial portions of the same academic work for credit (including oral reports) more than once without authorization.
- Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source).
- Abuse of Academic Materials: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource materials. Complicity in Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism includes, but is not limited to:

- Copying or borrowing liberally from someone else's work without his/her knowledge or permission; or with his/her knowledge or permission and turning it in as your own work.
- Copying of someone else's exam or paper.
- Allowing someone to turn in your work as his or her own.
- Not providing adequate references for cited work.
- Copying and pasting large quotes or passages without properly citing them.

**Disability Access:** If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon

as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information ([ada@chaminade.edu](mailto:ada@chaminade.edu)).

**Title IX Compliance:** Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.