

EC7000	Dr. Myles P. Gartland
COURSE NO AND SECTION	PROFESSOR
Economic Analysis- FA 06	(816) 501-4563 office
COURSE TITLE	(816) 501-4650 fax
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	CONTACTS
Office- Conway 322 (Office hours- Tues, Thursday 11a to 12:30p OR by appt)	

Required texts: **1) Contemporary Strategic Analysis by Grant**
 2) The U.S. Brewing Industry by Tremblay
 3) Fast Second by Markides & Geroski

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1. **Main Goal of Class** investigate the *industry level* effects and *firm level* effects which create competitive advantage.
 2. **Incoming Competency Of Student Expected By Instructor:** It is assumed that each student has access to the internet, to email, MS-Excel, and Adobe Acrobat Reader. This is a necessary skill for the course.
 3. **Web Page:** A web page has been set up for this class; <http://webct.rockhurst.edu/> (then click "Economic Analysis"). On this site are posted class slides, homework assignments, downloads, study materials, and links. If you have any difficulty accessing this web site please email me at myles.gartland@rockhurst.edu.
 4. **Attendance:** For an analytically based course, attendance is of great importance. Therefore, students who are absent more than (2) times, may have their final course grade reduced by at least one full letter.

EC 7000 Economic Analysis – Executive Fellows only. Course examines essential microeconomic principles, macroeconomic issues, and statistical methods, along with software packages needed for a general manager’s understanding of the economy.

	<i>Using an executive management context for learning, the student should be able to</i>	XF Program Learning Goal[s]	
1	Utilize data and research methods to obtain business intelligence for competitive advantage. [Level 3: Application]	1, 5	
2	Apply a variety of analytical techniques used in business intelligence. [Level 3: Application]	5	
3	Utilize the basic microeconomic tools used for strategy and competitive analysis. [Level 3: Application]	3, 5	
4	Differentiate when to use the appropriate techniques for both business forecasting and marketing research. [Level 4: Analysis]	5	
5	Utilize business intelligence and competitive analysis in executive decision making. [Level 3: Application]	3	
6	Communicate technical information to non-technical managers. [Level 3: Application]	6	

Course Outline

The full outline of the course, plus reading assignments can be found on WebCt.

Major Due Dates are as follows:

10/13 Exam 1
 12/1 Competitive Analysis Due
 12/9 Final Exam

Evaluation/Grading:

1) Exams 50%

Exams will be given in weeks 8 and 15. They are closed book/note.

2) Weekly Research Assignment 40%

A student will choose a strategic group/industry to work with during the term. Each week they will be given some industry and competitive analysis questions to research for their industry. The student will write up a weekly analysis (2-3 pages). Each week a student(s) will be chosen to present their findings to the class.

3) WSJ/Case Participation 10%

Each week students will be asked to find and discuss articles from the WSJ that "shows an example" the previous weeks material. Several articles will be discussed each week.

Scale

94-100 A
87-93 B+
80-86 B
70-79 C
60-69 D

Rigor: As you can note: obtaining an "A", will require superior performance, well above the quality for the other students. All "A" work should be of excellent quality, giving concise, insightful analysis. "B" work will consist of covering the major points quite well. "C" work consist of adequate coverage, but nothing insightful or inspirational.

ADA Statement: If you have a disability that might affect your work (in or out of class) it is your responsibility to contact Sandy Waddell, Director, Access Office, Massman 7, (816) 501-4689. This office works with students and faculty in planning necessary accommodations.

Academic Honesty Policy: I take the issue of plagiarism very seriously. All work in this class is to be individual. No copying from other authors or students is permitted . Students are expected to observe the University's policy on academic honesty in all aspects of this course. Plagiarism (incorporating excerpts of published works into documents or presentations without proper attribution of original authors) and cheating (e.g., reliance upon unauthorized resources including, but not limited to, professors, professionals and published materials and other students) are serious breaches of ethics and professionalism in both academic and professional settings, and as such have serious consequences. Page 236 of the 2002-2003 Rockhurst University Catalog provides explicit examples of academic dishonesty. Pages 236-237 outline procedures, penalties and due process accorded students involved in a form of academic dishonesty. **Please see my web site for some general rules on proper citations.** All infractions will be immediately referred to the Dean's office.