1. **Hello**
   
   1. **Who am I?**
      
      Bob Marks, Room 305, extension 271 (9931 9271),
      bobm@agsm.edu.au or r.marks@unsw.edu.au
      http://www.agsm.edu.au/~bobm
   
   2. **My background**
   
   3. **This is EIA: or Beyond the Bottom Line**
      
      for would-be consultants and others
   
   4. **Prerequisite:** the prime elective 5307 Managerial Economics or its equivalent.
   
   5. **See the course outline.**
      
      Three sections of the course:
      
      I. cost-benefit analysis,
      
      II. multiattribute decision analysis,
      
      III. cases
6. The Package:
   — The textbook (out of print): *Handbook of Cost-Benefit Analysis*
   — The readings
   — The overheads (also on-line)

7. Assessment:
   — Assignment 1: out 2 May, due 16 May (5%)
   — Assignment 2 (5%)
   — Midterm exam (only exam): Week 6, 30 May (30%)
   — Rôle-playing exercise Week 8 (5%)
   — Term project due 4pm, 2 July (55%)
     1-, 2-page outline due 16 May
     presentation in Week Nine/Ten