Texas A&M University-Corpus Christi  
College of Business  
Standard Course Syllabus for ECON 2302, Principles of Microeconomics

Course number: ECON 2302  
Semester: Fall 2018

Instructor: Nick Bergan  
Office Hours: MWF: 8-11am EST

Email:

Course Description:
Demand and supply, consumer behavior, elasticity, production costs, perfect and imperfect market structures and models of the modern market price system are analyzed. Emphasis is on use of marginal analysis to determine prices, output, income and economic welfare in a market price system. Satisfies the social and behavioral sciences component of the University core curriculum.

Course Prerequisites:
None. However, students taking remedial courses in Basic English (ENGL 0399) and/or Mathematics (MATH 0300) is not recommended to take this course concurrently.

Learning Objectives:
By the end of this course, the students will be able to:
1. Understand the structure of a market for a particular good or service and the efficiency to which economic resources can be allocated through the market system (BBA Goal 2, Objective 1)
2. Understand the concept of elasticity and its applications in pricing decisions and in assessing the burden of a per unit tax (BBA Goal 2, Objective 1)
3. Be cognizant of the factors that influence whether or not an individual purchases a good which leads to the goal of satisfaction (utility) maximization. (BBA Goal 3, Objective 1)
4. Identify the four market structures that a firm could be part of and the differences between those market structures (BBA Goal 2, Objective 1 and 3)
5. Understand the role of marginal analysis in determining the optimum level of production and prices (BBA Goal 2, Objective 1)
6. Effectively review and prepare for the Major Field Test for business majors (BBA Goal 2, Objective 1)

Major Field Test (MFT)
This course has been identified as critical to student mastery of the content covered by the Major Field Test (MFT). The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for the MFT in BUSI0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key
concepts, theories, and analytical methods in the functional areas of business. This test covers the
areas of accounting, economics, finance, international issues, legal and social environment of
business, management, marketing, quantitative business analysis, and information systems.

Required Materials:
ISBN10: 0077633822 | ISBN13: 9780077633820. For this course, you will need access to the
Asarta/Butters (AB) online materials in McGraw-Hill’s Connect Master website. Full
instructions on AB are included later in this syllabus. This is a new online educational platform
that uses short videos instead of traditional text. It includes a variety of learning resources
(graphs, examples, etc.) to help you learn the material. The cost is $100, payable at McGraw-
Hill’s Connect website with a credit card or debit card (and perhaps other methods too, check it
out and let me know!). Please access to Connect Master via Blackboard and purchase access via
Blackboard. If you buy your books at the University bookstore (for financial aid reasons, for
example), you can purchase a card from them and by going through Blackboard, you can access
to Connect Master website. Note that once you have purchased your subscription, you will also
have access to the full eBook, you can buy an additional Print Supplement, with printed versions
of all the learning resources, for $20 (with free shipping direct to your home). Also note this
$100 is for a 12-month subscription, so if you must retake the course next two semesters, or if
you take Macroeconomics Principles Online from a professor that uses the AB product, you
won’t have to pay again as long as you take it in next one year

Instructional Methodology:
All of your work will be done in Connect.

Course Policies:

The following is the weight distribution of coursework for determining the overall course average:

<table>
<thead>
<tr>
<th>Points of Course Components Used for Calculating Grade</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos</td>
<td>20%</td>
</tr>
<tr>
<td>Homework</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Unit Exams</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading Policy:
Your letter grade will be based on your cumulative number of points. The approximate letter grades
will be as follows, but I reserve the right to adjust the cut-off points. I will use standard rules for
rounding and the following conversion table for the absolute scale:

<table>
<thead>
<tr>
<th>percent</th>
<th>letter grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90.0 – 100.0</td>
<td>A</td>
</tr>
<tr>
<td>80.0 – 89.9</td>
<td>B</td>
</tr>
<tr>
<td>70.0 – 79.9</td>
<td>C</td>
</tr>
<tr>
<td>60.0 – 69.9</td>
<td>D</td>
</tr>
<tr>
<td>0.00 – 59.9</td>
<td>F</td>
</tr>
</tbody>
</table>

Exams:
You will have 5 unit exams in Connect and the final exam will be located in Connect as well.

Your grade is determined solely by your performance, not by the instructor’s. There will not be any additional credit opportunities after the final test to supplement your grade. You earn your grade based on your performance not based on your needs or wants. The main purpose of my policies is fairness. I believe in rewarding those people who take their responsibilities seriously.

**Late Work**
Students are responsible to check the class website for updated information on assignments and examinations. Students are allowed and encouraged to turn in assignment earlier. It is highly recommended that students stay ahead of the recommended study. Please note that NO LATE WORK will be accepted for any reasons.

**Make-up Exams**
No make-up exams will be given without prior consent from the instructor. In case if there is a need for a make-up exam, in order to be fair to all students and to protect the integrity of the exam, the make-up exam must be (1) as close to the exam time as possible and (2) BEFORE the scheduled exam time.

**Extra credit (if any)** – Extra credit will become available from time to time. I will post information about the extra credit, so please do not ask as it will be posted, if it is available.

**Electronic Device Usage** - Computers or tablets are required to complete the course.

**Technical Help** –
By Phone: 361-825-2825 (Local) & 1-866-353-2491 (Long Distance) By E-mail: iol.support@tamucc.edu Hours of Operation: (US Central Time): 7:30 A.M. - 10:00 P.M., Weekdays; 8:00 A.M. - 10:00 P.M., Weekends

**Preferred methods of scholarly citations** – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

**Academic Integrity/Plagiarism**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. **Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course.**

Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. ([Check academic calendar](#)) is the last day to drop a class with an automatic grade of “W" this term.

**Classroom/professional behavior**

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Examples of classroom misconduct that may affect student evaluation include: habitually entering or leaving the classroom during class time without the consent of the instructor, using any telecommunication device, talking or chit-chatting with other students, and any other activities that are disruptive to the learning environment. Students caught engaging in such activities should expect class or course dismissal along with a letter of reprimand placed in their academic files. According to the University policy, no cell phone is allowed in the classroom when a test/exam is taken.

**Grade Appeals**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that
provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Attendance Policy**
Students are held responsible for class attendance. Class attendance is a necessary but not sufficient condition for active class participation and satisfactory course performance. Students absent from classes are responsible for making arrangements to submit assignments due, material discussed, and announcements made in class. Assignments/quizzes and exams missed due to absences cannot be made up except for illness or other emergencies, in which case a doctor’s note or other official documentation is required to accompany the assignment.

**Student Code of Ethics**
This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at [www.cob.tamucc.edu](http://www.cob.tamucc.edu)). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

**Last Day of Withdrawal**
Only students who complete the course withdrawal form before the deadline on (see academic calendar) will receive an automatic grade of “W.”

**Time Schedule** (any changes will be announced in class and/or in Blackboard)

<table>
<thead>
<tr>
<th>Summary of Topical Coverage</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Economics</td>
<td>3.0</td>
</tr>
<tr>
<td>Supply and Demand: Markets &amp; the price system</td>
<td>6.0</td>
</tr>
<tr>
<td>Elasticity and its applications</td>
<td>3.0</td>
</tr>
<tr>
<td>Measuring market efficiency: Consumer and Producer surplus</td>
<td>4.0</td>
</tr>
<tr>
<td>Production and Cost functions</td>
<td>5.0</td>
</tr>
<tr>
<td>Market structures</td>
<td>6.0</td>
</tr>
<tr>
<td>Profit maximization under Perfect competition, Monopoly, oligopoly &amp; monopolistic competition</td>
<td>10.0</td>
</tr>
</tbody>
</table>
Video Assignments, Homework Assignments, Quizzes and Asarta/Butters (AB): Economics by Asarta and Butters is a brand new educational product that was in 2015. It started out as a video book, but many other resources were added to it, and now it represents an entire educational platform. It’s different from what you’re used to with a simple textbook, but most students find it more engaging and a better way of testing whether they really know the material.

For each topic (the equivalent of a chapter in a book), you start by watching a series of Videos. After each video there will be a multiple-choice question that will test whether you paid attention or not. In addition, the system records your activity and reports whether you watched videos by deadline or not. You will have a direct access to our eBook is provided on our Connect platform on the right.

Then, after you watch the book’s videos you do the Homework. The homework consists of a series of questions – get them right and your assignment completion increases. Get them wrong, and it suggests learning resources for you to review before trying again. If you find a concept in the topic confusing, you can watch the video again to help give you a better foundation.

Along the way, as you answer questions on the learning resources you watch and interact with, you’ll see your progress along the bottom of the assignment screen. The progress you make is the score that you’ll get on that homework assignment. Everyone can get 100% -- some people will just reach it faster than others. If you have a lot of work to do and you hit 80% and if you are okay with that, you can stop then. You are in control of your grade. 100% means full grade of 2 points, anything less is lower grade.

How will you know if you really learned the material? That’s where the Quizzes and Unit Exams come in. If you’ve really been paying attention as you’ve been watching videos and working through the homework, you should do fine on the quiz. The homework is very low-stakes (everybody can get to 100% and there’s no penalty for being wrong; you just must try again). The quiz is more high-stakes, and you only get one chance to submit the assignment. If you have questions while working on the quiz, save your work and go to the Library portion to review any videos or learning resources that might be relevant.
I understand that students procrastinate and sometimes computers glitch and internet access stops working. For those reasons, I will drop the grade on your worst two chapters for Quizzes and Homework assignments. Failure to have a working computer is not a valid excuse in this course – after all, this is an online course. You are supposed to have computer access and, when your computer is not working, it is your responsibility to use a library or find another computer. If you e-mail me and tell me that you couldn’t finish an assignment on time because your computer was not working, I will e-mail you back and tell you “Sorry, but this is why I stated to work ahead of time as no late work is accepted.”

**COURSE SCHEDULE:** Please note that all due dates are by 11pm on the due date listed below:

**UNIT**

Chp 1 Videos -- 9/10  
Chp 1 Homework -- 9/12  
Chp 1 Quiz -- 9/14  
Chp 2 Videos -- 9/17  
Chp 2 Homework -- 9/19  
Chp 2 Quiz -- 9/21  
Unit Exam 1 -- 9/23

**UNIT 2**

Chp 3 Videos -- 9/24  
Chp 3 Homework -- 9/26  
Chp 3 Quiz -- 9/28  
Chp 4 Videos -- 10/1  
Chp 4 Homework -- 10/3  
Chp 4 Quiz -- 10/5  
Unit Exam 2 -- 10/7
UNIT 3
Chp 5 Videos -- 10/8
Chp 5 Homework -- 10/10
Chp 5 Quiz -- 10/12
Chp 6 Videos -- 10/15
Chp 6 Homework -- 10/17
Chp 6 Quiz -- 10/19
Unit Exam 3 -- 10/21

UNIT 4
Chp 7 Videos -- 10/22
Chp 7 Homework -- 10/24
Chp 7 Quiz -- 10/26
Chp 8 Videos -- 10/29
Chp 8 Homework -- 10/31
Chp 8 Quiz -- 11/2
Unit Exam 4 -- 11/4

UNIT 5
Chp 9 Videos -- 11/7
Chp 9 Homework -- 11/10
Chp 9 Quiz -- 11/14
Chp 10 Videos -- 11/17
Chp 10 Homework -- 11/20
Chp 10 Quiz -- 11/27
Unit Exam 5 -- 12/1
Final Exam -- 12/4