



## UNIVERSITY OF CENTRAL ARKANSAS COLLEGE OF BUSINESS VISION, MISSION, AND CORE VALUES STATEMENT

### **COB Vision**

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

### **COB Statement of Mission and Core Values**

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

#### **1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

#### **2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

#### **3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

#### **4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

## **Learning Goals**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Understanding of a Broad Range of Business Disciplines.

## Course Syllabus

### Course Information

<b>Course Number:</b>	ECON 2321
<b>Course Name:</b>	Principles of Microeconomics
<b>CRN:</b>	31350 and 31351
<b>Semester:</b>	Spring 2019
<b>Location:</b>	Online (Blackboard and Sapling)
<b>Class Hours:</b>	Online

### Instructor Information

<b>Name:</b>	Jeremy Horpedahl
<b>Office Location:</b>	College of Business, 211F
<b>Work Email:</b>	<a href="mailto:jhorpedahl@uca.edu">jhorpedahl@uca.edu</a>
<b>Phone:</b>	501-450-5355
<b>Office Hours:</b>	Monday and Wednesday: 1:00-4:00pm Tuesday and Thursday: 8:45-10:45am

### Prerequisites

MATH 1390

### Textbook and Instructional Materials Required

Required: Tyler Cowen and Alex Tabarrok, *Modern Principles of Microeconomics*, 4<sup>th</sup> edition electronic text bundled with Sapling Learning access. ISBN: 9781319195465. \$97.95 in UCA Bookstore.

Recommended: physical copy of textbook – the UCA Bookstore should have some in stock, or it is on 2-hour textbook reserve at the library. Older editions (such as 2<sup>nd</sup> or 3<sup>rd</sup>) are fine.

### Course Description

UCA Core lower division elective in the Social Sciences area and required course of all business majors, economics majors, economics minors, and actuarial studies minors. The mode of instruction is class lecture and discussion. The course is half of the disciplinary core in economics, designed for students who will need competence in employing the tools of economic analysis within their major studies and in subsequent careers. It is a study of markets, resource allocation, consumer and producer behavior, production, costs, market structure, and the role of government in markets. Tools of microeconomics analysis.

### Course Objectives

Students completing this course should be able to:

- Explain the economic theory of how trade can benefit both parties and the conditions under which this is generally true
- Understand the tools of supply and demand and how they are used to predict changes in market outcomes when a variable changes
- Understand how economics can enlighten discussions of the appropriate role of government and how government actors behave
- Identify the differences between competitive, monopolistic, and other market structures, and how firms behave under different market settings

## Course Delivery Method

The course delivery is Online through bblearn.uca.edu (Blackboard) and Sapling Learning. The textbook reading and homework assignments will be done through Sapling, and exams will be through Blackboard. Blackboard will also contain the syllabus and links to other materials.

## Grading

Grades will be assigned according to the following scale. There will be no rounding up or “grade curves.” This scale is what you need to achieve to earn the corresponding grades.

- A.  $\geq 89.5$
- B.  $\geq 79.5$  and  $< 89.5$
- C.  $\geq 69.5$  and  $< 79.5$
- D.  $\geq 60$  and  $< 69.5$
- F.  $< 60$

Sapling homework assignments	25%
Exam 1	10%
Exam 2	10%
Exam 3	10%
Exam 4	10%
Final Exam	20%
<u>Discussion/Participation Activities</u>	<u>15%</u>
Total	100%

**Sapling Homework** – Assignments corresponding to each chapter are accessed through Sapling Learning. When you register for Sapling, be sure to enter your correct CRN (31350 or 31351). Please watch the video under “Getting Started with Sapling” for an explanation of how to access and complete the assignments. Assignments are due at 11pm each day.

**Exams** – Five exams will be given during the semester. These will all be online through Blackboard, and you will have 2 hours to complete the exams. The final exam will be cumulative and thus worth twice as much as the other four exams.

**Discussion/Participation Activities** – The final main aspect of your grade comes from online discussion and participation activities. More details will be posted on Blackboard, but you will be asking to listen to several podcasts from NPR’s “Planet Money” program, write your reactions to these podcasts, and respond to reactions of other students.

**Additional Opportunities to Earn Points** – There will be several additional opportunities to earn points if you wish to raise your grade beyond the core elements listed above.

- **Learning Curve on Sapling:** complete these activities to earn an additional 0.5% added to your final grade for each chapter you complete. These are due by 11am on the Exam date corresponding to the chapter (due dates will be indicated in Sapling as well).
- **On Campus Events:** You may also earn additional points for attending specific out-of-class lectures and events. *A list of approved events will be available on Blackboard.* For each event you attend, you will earn a total of one (1) percentage

points for both attending the event (proof required) and writing a 500-600 word summary/analysis essay (roughly 1/3 summary, 2/3 analysis). The written assignment is due one week after the completion of the event. No late work accepted, and assignments are graded pass/fail.

Because this is an online course, some of you may not be able to attend these events. You can request an alternative assignment, but you must do so **within one week** of the event. You can request the alternative by emailing me directly.

## DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS

### Class Schedule

Day	Month	Date	Sapling Homework (due at 11pm)	Podcasts (due at 11pm)	Exams
Thu	Jan	10	Introduction to Course and Tools		
Tue		15	Ch. 1		
Thu		17	Ch. 2		
Tue		22	Ch. 3		
Thu		24		Podcast 1	
Tue		29	Ch. 4	Response 1	
Thu		31			Exam 1
Tue	Feb	5	Ch. 5		
Thu		7	Ch. 6		
Tue		12	Ch. 7		
Thu		14		Podcast 2	
Tue		19	Ch. 8	Response 2	
Thu		21			Exam 2
Tue		26	Ch. 9		
Tue		28	Ch. 10		
Thu	Mar	5	Ch. 11		
Tue		7		Podcast 3	
Thu		12	Ch. 12	Response 3	
Tue		14			Exam 3
Thu		26	Ch. 13		
Tue		28	Ch. 14		
Thu	Apr	2	Ch. 15		
Tue		4		Podcast 4	
Thu		9	Ch. 16	Response 4	
Tue		11			Exam 4
Tue		16	Ch. 19		
Thu		18	Ch. 20		
Tue		23	Ch. 21	Podcast 5	
Thu		25		Response 5	
Mon		29			Final Exam

## **Evaluations (Fall & Spring)**

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

## **POLICIES AND PROCEDURES**

### **Attendance and Drop policies**

Your active participation in this course is expected and required for you to learn the material and earn a passing grade. In on-line courses, attendance/participation is assessed by progress towards the completion of the class. If you fail to regularly and actively participate (e.g., take weekly quizzes, submit weekly assignments, participate in on-line discussions, etc.) it will demonstrate that you are not making a reasonable effort to complete this course, and you will be administratively dropped for non-attendance with a grade of W.

Important dates with regard to dropping the course:

- January 31: Final date to drop with a 75% refund. 0% refund after this date.
- March 29: Final date to drop with a W grade

### **Assignment Submission**

Homework and Exams will be submitted through Sapling and Blackboard.

### **Makeup Exams**

No makeup exams will be given.

### **Classroom Policies**

N/A

## **Academic Integrity Statement**

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

## **Disabilities Act Statement**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

### **Sexual Harassment and Academic Policies**

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

### **Title IX**

"If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

### **Emergency Procedures Summary (EPS)**

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

### **Other Required Materials/Competencies/Resources**

N/A

## **ACCREDITATION & ASSURANCE OF LEARNING**

### **Learning Goal(s) Assessed in this Class**

There is no formal assessment activity scheduled in this class.

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