



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

### **Vision**

Our vision is to be a leading regional public business college in Arkansas, with national recognition in selected fields or areas.

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

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

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

#### **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 the application and creation of knowledge in business practice and education.
- 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 promote life-long and experiential learning, research, service, and community interaction.

#### **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. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

## Course Syllabus

### Course Information

<b>Course Number:</b>	Econ 3301
<b>Course Name:</b>	Intermediate Microeconomics
<b>CRN:</b>	17094
<b>Semester:</b>	Fall 2014
<b>Location:</b>	room 118
<b>Class Hours:</b>	12-12:50 PM

### Instructor Information

<b>Name:</b>	Joseph P. McGarrity
<b>Office Location:</b>	211N COB
<b>Work Email:</b>	joem@uca.edu
<b>Phone:</b>	450-5330
<b>Office Hours:</b>	M,W,F 7:50 - 9 AM; 9:50 AM – 10 AM; 10:50 – noon 12:50 PM – 1:40 PM

### Prerequisites:

| Principles of Microeconomics and Principles of Macroeconomics |

### Textbook and Instructional Materials Required:

| 1) Price Theory, Stephen Landsburg (any of the recent editions is fine)

| 2) various hand outs |

### Course Description:

| Microeconomics is the study of how individuals make decisions, as well as the study of the consequences of these decisions for both the individual and for small groups of people. The groups only get as large as all consumers (or firms) in a particular market. |

### Course Objectives:

| By the end of this class you should be able to apply economic models to analyze many economic, |

### Course Delivery Method:

| lecture |

### Grading:

| Grades will be assigned according to the following scale:

- A. = 89.5
- B.  $\geq 79.5$  and  $< 89.5$
- C.  $\geq 69.5$  and  $< 79.5$
- D.  $\geq 59.5$  and  $< 69.5$
- F.  $< 59.5$

Your grade will be determined by three tests during the semester, a presentation, and a final exam. The first three tests are worth 25% of your grade. The final is worth 20% and the presentation is worth 5%. Class participation is expected. If you have not done the reading by the assigned time or cannot answer questions from the reading, up to 10 points (on a 100 point scale) will be deducted from your grade.

### **Description of Major Deliverables/Course Requirements:**

**Class Schedule:** The presentation must be given before the last day of class. The tests will be given on W. Sept 17, M. Oct 13, and W. Nov 12. The final will be given at the scheduled time. The final is comprehensive.

We will discuss the blog each Friday (except the first day of class).

Order of readings

chapter 1

chapter 2

chapter 3 (including appendix)

chapter 4 (thru 4.3, but not compensated demand curves)

chapter 6.2

chapter 12 theory of games

chapter 7 (review perfect competition)

chapter 10 (review monopoly)

chapter 11 oligopoly

## **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:**

You will be treated as adults. I have no attendance policy. If you miss classes, you are unlikely to do well on the tests. In any event, you will be responsible for the material you miss and should get notes from your classmates. |

### **Assignment Submission:**

All tests will be taken at the scheduled time. |

### **Makeup Exams:**

Missing a test will result in a grade of a zero on that assignment. In the event that snow or some other calamity causes school to close on the day a test is scheduled, I will administer the test the next regularly scheduled class meeting. |

### **Classroom Policies:**

Drop Policy: Anyone who drops before the drop deadline will receive a WP regardless of their test scores.

Class participation is expected. If you have not done the reading by the assigned time or cannot answer questions from the reading, up to 10 points (on a 100 point scale) will be deducted from your grade.

If you catch another student cheating and we can make it stick, 100 percentage points will be added on to your test grade. |

## **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: <https://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:****Accreditation & Assurance of Learning****Learning Goal(s) Assessed in this Class**

- ☒ There is no formal assessment activity scheduled in this class.  
☐ There is formal assessment activity scheduled in this class.

**Learning Goals:**

| The goal of economics is to use a rational choice framework to explain individual decision making as well as to explain the aggregate effect of these choices which create markets.  
Economics provides: Critical Thinking & Analytical Thinking Skills |

**Learning Objective:**

| Students should be able to use economics to predict human behavior, as well as how markets will react to exogenous events. |

**Measure: informal assessment will be conducted with the comprehensive final exam**

**Benchmark:**

| A passing grade is the benchmark for success |