



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

Course Number:	ECON 2321
Course Name:	Principles of Microeconomics
CRN:	31379
Semester:	Spring 2019
Location:	COB 118
Class Hours:	MWF: 11:00am-11:50am

Instructor Information

Name:	Dr. Thomas Snyder
Office Location:	COB 211o
Work Email:	tjsnyder@uca.edu
Phone:	501-450-5335
Office Hours:	M: 8:55am-9:55am, 1-4pm T: 8am-9am, 10:30am-11:30am W: 8:55am-9:55am R: 8am-9am, 10:30am-11:30am F: 8:55am-9:55am

Prerequisites

MATH 1390

Textbook and Instructional Materials Required

You do not need a physical book for this class. You need the online access code for Mankiw's Principles of Microeconomics 8th edition Mindtap 1 term access ISBN# 9781337096560. You will then have online access to the textbook and homework through blackboard.

Course Description

The course is required of all business majors in business foundation. 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.

Course Objectives

The goal of this course is to further your understanding of how resources are allocated in a functioning market economy. We will be able to explain the basic concepts and theories of microeconomics, including trade, demand and supply, externalities, elasticity, consumer behavior, firm behavior, and market structure. We will also be able to evaluate the effects of some government regulations and policies.

Course Delivery Method

The course delivery is a face-to-face classroom lecture, but the assignments will be completed online via Blackboard/Mindtap

Grading

Grades will be assigned according to the following scale:

- A. ≥ 89.5
- B. ≥ 79.5 and < 89.5
- C. ≥ 69.5 and < 79.5
- D. ≥ 59.5 and < 69.5
- F. < 59.5

The various components of your grade are weighted as follows:

Aplia homework assignments on Mindtap*	20%
Exam 1	25%
Exam 2	25%
Final Exam	25%
Attendance/Class Participation	5%
Total	100%

* I will drop three of the aplia homework assignments. |

DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS

Class Schedule:

Date		11pm Mindtap HW due dates	Optional Extra Credit Due in Class
Friday, January 11, 2019	Chapter 1		
Monday, January 14, 2019	Chapter 1		
Wednesday, January 16, 2019	Chapter 1	Ch. 1 HW due 11pm Thursday	
Friday, January 18, 2019	Chapter 2		
Monday, January 21, 2019	MLK jr. No class.		
Wednesday, January 23, 2019	Chapter 2	Ch. 2 HW due 11pm Thursday	
Friday, January 25, 2019	Chapter 3		
Monday, January 28, 2019	Chapter 3		Extra Credit Video Summaries 1-3
Wednesday, January 30, 2019	Chapter 3		
Friday, February 1, 2019	Chapter 4		
Monday, February 4, 2019	Chapter 4	Ch. 3 HW due 11pm Tuesday	Extra Credit Video Summaries 4-6

Wednesday, February 6, 2019	Chapter 4	Ch. 4 HW due 11pm Thursday	
Friday, February 8, 2019	Chapter 5		
Monday, February 11, 2019	Chapter 5		Extra Credit Video Summaries 7-10
Wednesday, February 13, 2019	Chapter 5	Ch. 5 HW due 11pm Thursday	
Friday, February 15, 2019	Exam 1: Chapters 1-5		
Monday, February 18, 2019	Chapter 6		
Wednesday, February 20, 2019	Chapter 6		
Friday, February 22, 2019	Chapter 6		
Monday, February 25, 2019	Chapter 7	Ch. 6 HW due 11pm Tuesday	Preface, Ch. 1-6 summary
Wednesday, February 27, 2019	Chapter 7	Ch. 7 HW due 11pm Thursday	
Friday, March 1, 2019	Chapter 8		
Monday, March 4, 2019	Chapter 8	Ch. 8 HW due 11pm Tuesday	Ch. 7-12 summary
Wednesday, March 6, 2019	Chapter 9		
Friday, March 8, 2019	Chapter 9		
Monday, March 11, 2019	Chapter 9	Ch. 9 HW due 11pm Tuesday	Ch. 13-18 summary
Wednesday, March 13, 2019	Chapter 10		
Friday, March 15, 2019	Chapter 10		
Monday, March 18, 2019	Spring Break		
Wednesday, March 20, 2019	Spring Break		
Friday, March 22, 2019	Spring Break		
Monday, March 25, 2019	Chapter 10	Ch. 10 HW due 11pm Tuesday	
Wednesday, March 27, 2019	Exam 2: Chapters 6-10		
Friday, March 29, 2019	Chapter 11		
Monday, April 1, 2019	Chapter 11	Ch. 11 HW due 11pm Tuesday	Ch. 19-24 summary
Wednesday, April 3, 2019	Chapter 12		
Friday, April 5, 2019	Chapter 12		
Monday, April 8, 2019	Chapter 13	Ch. 12 HW due 11pm Tuesday	

Wednesday, April 10, 2019	Chapter 13		
Friday, April 12, 2019	Chapter 13		
Monday, April 15, 2019	Chapter 14	Ch. 13 HW due 11pm Tuesday	
Wednesday, April 17, 2019	Chapter 14		
Friday, April 19, 2019	Chapter 14		
Monday, April 22, 2019	Chapter 15	Ch. 14 HW due 11pm Tuesday	
Wednesday, April 24, 2019	Chapter 15	Ch. 15 HW due 11pm Thursday	
Friday, April 26, 2019	Study Day		
Monday, April 29, 2019	2pm-4pm: Final Exam: Chapters 11-15		

Exams

The exams will consist of multiple choice. We have three exams. The final exam is not cumulative.

Homework

Homework assignments must be submitted by 11pm on Mindtap. The “graded” assignments are graded. All other Mindtap assignments are optional. I recommend hitting “grade it now” after each question when completed, then trying the other versions. Your homework average will not go down if you do poorly on the other versions. I will drop the three lowest homework scores.

Extra Credit

See separate handout. All extra credit points are added to one exam score.

Attendance/Participation

Attendance and participation will be taken. I will allow 2 absences when calculating your attendance/participation grade. I will randomly select 12 days. If you attended and participated in 10 of the days, you will receive a 100%. If you attended and participated in 9 of the days, you will receive a 90%, etc.

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

Attendance and participation will be recorded, and it will count towards your grade (5%). If you decide to drop the class, it is your responsibility to follow university procedures. Do not expect me to drop you from the class.

Assignment Submission

Homework assignments will be submitted through Mindtap. It is accessed through blackboard and the “Online Classroom” tab. Homeworks are graded on a DO NO HARM policy, which means your average score will be calculated for each question, except you will never be punished if you try more versions of a question. So, you are encouraged to attempt all versions of a question. Three homework scores will be dropped. Homework is due at 11pm on the due date. No late homework will be accepted. The only exception for late homework is if the entire aplia/mindtap network goes down.

Makeup Exams

If you must miss the exam, I need to be informed before the exam takes place to arrange a different time for you.

Classroom Policies

Attendance will be taken. Please turn cell phones on silent. Respect others and don't distract the class. You are welcome to use computers in class if they are for the lecture

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:

ACCREDITATION & ASSURANCE OF LEARNING

Learning Goal(s) Assessed in this Class

X There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals

[NA]

Learning Objective

[NA]

Measure

[NA]

Benchmark

[NA]