ECON 2106: Principles of MICROECONOMICS

Kim Holder

UWG Fall 2013

Course/Section/Time:  
ECON2106-N01, CRN 80454, Online

Required Text:  
Microeconomics (11th edition, 2014)  
Michael Parkin  
ISBN 978-0-13-301994-0  
Note: The online access card is not required. If you use an earlier edition, it is your responsibility to note any changes. An 11th edition textbook is on reserve in the UWG Library.

Prerequisites:  
Overall 2.0 GPA

Location:  
Online through CourseDen (D2L)  
Orientation & Final, RCOB 1201

Contact Info:  
✉ kholder@westga.edu  
☎ 678-839-5423  
_rcob 1316

Office Hours:  
M/W, 11 am – noon & 1:30 – 3 pm  
Schedule in advance online at:  
http://kimholder.youcanbook.me/

Online Help:  
M–F, 8 – 9 pm on CourseDen & on Facebook.com/Rockonomix

Grading is calculated based on your performance on four online quizzes, two assignments, and two tests in the form of an online midterm and a face-to-face cumulative final.

<table>
<thead>
<tr>
<th>Grading Component</th>
<th>Weight</th>
<th>Points</th>
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<tbody>
<tr>
<td>Tests (2) – midterm (20%), final (40%)</td>
<td>60%</td>
<td>60 points</td>
</tr>
<tr>
<td>Quizzes (4)</td>
<td>20%</td>
<td>20 points</td>
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<tr>
<td>Assignments (2)</td>
<td>20%</td>
<td>20 points</td>
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<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>100%</strong></td>
<td><strong>100 points</strong></td>
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The midterm and cumulative final are based on the assigned readings, lecture notes, quizzes, and assignments. There are NO make-up tests, except for university approved excuses, such as severe/contagious illnesses, death in the family, hospitalization or university sanctioned events where you are a required participant, jury duty, etc. You must provide appropriate documentation and make alternative arrangements well in advance of the required test date.

All quizzes and their associated deadlines are announced in advance on the syllabus. All quizzes are completed using CourseDen and all quizzes end at 4PM for the date listed. Missed quizzes CANNOT be made up without prior permission and appropriate documentation. Assignments are completed within a group of your own choosing with grading based on the finished product as well as input from your completed peer-evaluations. All deadlines are stated as Eastern Standard Time (EST).

Any extra credit opportunities will be announced on CourseDen along with their corresponding deadlines and will be offered to the class as a whole. The pursuit of extra credit is optional and is offered at the discretion of the instructor.

My overall goal is to help you find a way to succeed in the best way possible, while keeping in mind that each person learns in his or her own unique way. I try to offer a variety of ways for you to earn points towards your final grade in this class and most students are very successful. However, each semester there are a handful of students who wish they had taken advantage of earlier opportunities to earn points...don’t let this happen to you!!
Test dates will remain fixed. Chapters covered for each test are tentative and deviations may be necessary depending upon the progress of the class. Changes to the dates on the syllabus will be posted on CourseDen. If you have conflicts with test dates, please see the section titled: "Important Testing Information". You must be in the classroom at the start of class on test day (see calendar) - late entry will not be allowed and you will forfeit your right to sit for the scheduled exam. Please allocate plenty of time for handling parking or traffic delays.

**ORIENTATION:** August 30th (FRI), 8:00am is our 1st class meeting in RCOB 1201 - this is an optional orientation, but highly recommended to be successful in the class. The date was listed on the class bulletin in Banweb when you signed up for the course, so I expect that most of you will have made the appropriate accommodations to attend the orientation. My experience has been that those who attend the orientation tend to do well in the class because they are able to clearly understand what is expected of them, when the deadlines are, and how to easily get in touch with me. In addition, there are two assignments in the course which you will complete in a small group and this is an excellent time to figure out who the best people are to work with and exchange contact information. Finally, since our midterm is online, the only other time you are likely to see me face-to-face is at this meeting and the final! Approximate time required: 1 hour maximum.

**NOTE:** It is the student’s responsibility to withdraw from the class by contacting the registrar’s office directly. On 9/18 I will check to see that you have logged in to the course on CourseDen prior to 9/16 and completed Quiz 1. If these items are incomplete, I will remove you from the course for non-attendance in order to protect your GPA! The last day to withdraw with a grade of “W” is October 18th. Please be aware that UWG has instituted a new limited withdrawal policy as of Fall 2013, information is available here: [http://www.westga.edu/registrar/1560.php](http://www.westga.edu/registrar/1560.php)

**ATTENDANCE:** This is an online class where work is completed independently with scheduled deadlines for quizzes, tests, and assignments. Students who miss these deadlines will forfeit those points. All deadlines are scheduled in advance. It is the responsibility of the student to make adjustments to their own schedules to fit the requirements of the course.

This is not an independent study or self-paced course, but instead is delivered as asynchronous instruction which means that you can access the material you need without time/place constraints (attending a regular class). This allows you the flexibility you need but there are still firm deadlines and a set “pace” to the course and there are assignments which require you to interact and collaborate with your classmates. If this does not suit your learning style, alternatives are posted here: [http://www.westga.edu/econ/index_17279.php](http://www.westga.edu/econ/index_17279.php)

<table>
<thead>
<tr>
<th>MICRO ONLINE CLASS CALENDAR</th>
<th>DUE DATES</th>
<th>CAMPUS EVENTS</th>
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<tbody>
<tr>
<td>8/30 Class Orientation, 8 am, RCOB 1201, Ch 1 Opens</td>
<td>EZ1 Due by 4 pm</td>
<td>Drop/Add ends 9/2 @midnight, Drop for non-payment on 9/3</td>
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<tr>
<td>9/4 Ch 2 Opens, Q1 Opens by 8 am (Ch 1-3)</td>
<td>Q1 Due by 4 pm</td>
<td>Roster Verification: CourseDen login by 9/16 AND completion of Quiz 1 (Q1) are required to remain in course.</td>
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<tr>
<td>9/11 Ch 3 Opens</td>
<td>Q2 Due by 4 pm</td>
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<tr>
<td>9/18 Ch 4 Opens, A1 Overview/Choose Groups</td>
<td>E22 Due by 4 pm</td>
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<tr>
<td>9/23 Ch 5 Opens, Q2 Opens by 8 am (Ch 4-6)</td>
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<tr>
<td>9/30 Ch 6 Opens</td>
<td>A1/Evals Due by 4 pm</td>
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<tr>
<td>10/2 A1 Workday</td>
<td>Q2 Due by 4 pm</td>
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<tr>
<td>10/7 A1 Workday</td>
<td></td>
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<tr>
<td>10/9 Online Midterm Available (Ch 1-6)</td>
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<td>Last Day to Withdraw is 10/18</td>
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<tr>
<td>10/14 Ch 7, A2 Overview/Choose Groups</td>
<td>Midterm Due by 4 pm</td>
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<td>10/21 Ch 8, Q3 Opens by 8 am (Ch 7-8, 10-11)</td>
<td>EZ3 Due by 4 pm</td>
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<td>10/28 Ch 10</td>
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<td>11/6 Ch 11</td>
<td></td>
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<tr>
<td>11/11 A2 Workday, Q4 Opens by 8 am (Ch 12-13, 16-17)</td>
<td>Q3 Due by 4 pm</td>
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<tr>
<td>11/13 Ch 12</td>
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<tr>
<td>11/20 Ch 13</td>
<td>A2 Due by 4 pm</td>
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<tr>
<td>11/25-29 Thanksgiving Break - No Class</td>
<td>Q4 Due by 4 pm</td>
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<td>12/2 Ch 16, 17</td>
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<td></td>
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<tr>
<td>12/9 Cumulative final (Ch 1-8, 10-13, 16-17), 11 am, RCOB 1201</td>
<td>EZ5 Due @class</td>
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CANCELLATION: In the event that class is cancelled, any relevant assignments or course announcements will be posted on CourseDen. Please review UWG’s Emergency Closing Policy for inclement weather located here: http://www.westga.edu/police/index_5102.php. If the university is closed for inclement weather, it generally should not affect our course unless there are extensive power outages associated with the event.

CELLPHONES/COMPUTERS: On test day, phones, music devices, calculators and any other electronic device or auxiliary devices (ex: headphones, Bluetooth headsets, calculator watches, cameras, etc.) are not allowed at your desk and must be left at the front of the classroom. Failure to follow this test day procedure will result in action in accordance with the academic dishonesty policy stated below.

ACADEMIC DISHONESTY: Cheating on any test will result in a zero on the test, an F in the course and will be reported to Student Services for appropriate disciplinary action by the University. Cheating on any assignment, exercise or quiz will result in a zero on the assignment or exercise, the lowering of the student’s final grade in the course by one letter grade, and will be reported to Student Services for appropriate disciplinary action by the University. Examples of cheating include turning in work that is not your own or having another student complete an online quiz for you.

Students not familiar with what constitutes academic dishonesty should refer to the Student Handbook and Undergraduate Catalog: http://www.westga.edu/undergrad/1762.htm

COURSE LEARNING OBJECTIVES:
The overall objective of this course is for you to learn basic economic concepts and more about the economic system in which we live. To this end, upon completion of the course, a student will be able to:

1) Describe basic economic concepts such as scarcity and opportunity costs (LG4, LG8)
2) Summarize in writing the key microeconomic concepts contained in an article from a business periodical, e.g., the Wall Street Journal (LG1)
3) Demonstrate a basic knowledge of microeconomics including concepts such as utility maximization, elasticity costs, market structure and labor markets (LG4, LG8)
4) Demonstrate a basic knowledge of international economics including concepts such as comparative advantage, specialization and gains to trade (LG4, LG5, LG8, LG9)
5) Recognize ethical and economic dimensions of government involvement in markets including regulation and the provision of public goods (LG5, LG8), and
6) Analyze current events using economic models such as supply and demand (LG4, LG8)

NOTE: A complete list of expected learning goals (LG) for the Economics Department can be found at the department web site (http://www.westga.edu/econ/index_12904.php).

CREDIT HOUR POLICY (3 CREDIT HOURS): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

COMMON LANGUAGE FOR COURSE SYLLABI: Students, please carefully review the following information which contains important material pertaining to your rights and responsibilities in this class. These statements are updated as federal, state, university, and accreditation standards change; you should review the information each semester. http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf
**ACCESS TO TECHNOLOGY:** This course is delivered 95% online. You must have reliable access to technology. You can complete your course using the student computer labs on campus or on your own equipment. Keep in mind that technology problems often seem to occur at the worst possible times. I encourage every student to have a back-up plan and complete their work well in advance of deadlines in case their technology fails. Unreliable internet access or inability to login to CourseDen will result in missed deadlines and forfeited points.

**CourseDen (D2L) Helpful Information:** We will use CourseDen extensively for this course. Please make sure you are comfortable with UWG's course management system and seek help before assignment or quiz deadlines.

- Direct Link: [http://westga.view.usg.edu](http://westga.view.usg.edu)
- E-mail: online@westga.edu
- Call: 678-839-6248 (M-F 8am-5pm) or 1-855-933-UWG0 (8946)
- 24 Hour Helpline: 1-866-588-5293
- Online Help: [http://help8.view.usg.edu](http://help8.view.usg.edu)
- Login Information: Your CourseDen-D2L username is now utilizing the universal UWG ID, for more information see [http://uwgonline.blogspot.com/2013/08/courseden-access-simplified.html](http://uwgonline.blogspot.com/2013/08/courseden-access-simplified.html)

**Parking Services:** All University of West Georgia students taking online classes that visit the Carrollton campus must have their vehicle registered and display a current University of West Georgia hangtag or follow the visitor parking code. [http://www.westga.edu/parking/index_4289.php](http://www.westga.edu/parking/index_4289.php)

**UWG Student Identification (UWG ID):** You must show your current UWG ID card in order to take your final exam. Student ID cards are made in the University Community Center (UCC), Top Floor from 8 am – 7 pm Monday through Thursday, and from 8 am-4:30 pm Friday.

UWG students registered only in online courses are eligible to obtain their student ID Wolves Card via mail using: [http://www.westga.edu/assetsDept/wolvesCard/UWG_ID_Card_Distance_Learning_Form.pdf](http://www.westga.edu/assetsDept/wolvesCard/UWG_ID_Card_Distance_Learning_Form.pdf)

**Important Testing Information:** Please note the two options that are available for completing the required final for this online course. Option A is free and applies to most students. Option B has additional fees and should be used by students located outside of the Carrollton area or who have employment or other class conflicts. If you are considering Option B, please keep in mind that the majority of testing centers are open during regular business hours (M-F, 8 am – 5pm).

**Option A:** take your final exam, on paper, on the Carrollton campus, for free, on Monday, December 9th, beginning at 11:00 am EST (to be proctored by Kim Holder), in RCOB 1201 – Business Building Lecture Hall. I will be there in person to oversee this cumulative final exam and you will need scantron form 882-e and your UWG Student ID. If you cannot take the test on the scheduled date/time see Option B below.

**Option B:** take your final exam, on paper, at a proctored site (including the one located on the UWG Carrollton campus) within the time frame stated below, at the student’s expense. Each student MUST contact Janet Gubbins to coordinate this option no later than Tuesday, November 19th at 8 am EST at jgubbins@westga.edu or by calling 678-839-0630. The earliest date the final can be scheduled is Tuesday, December 3rd at 8 am EST, the latest date/time the final can be scheduled is Monday, December 9th at 11 am EST. Please read carefully over the steps required: [http://uwgonline.westga.edu/exams.php#student](http://uwgonline.westga.edu/exams.php#student)
GROUP ASSIGNMENTS: I strongly believe that collaboration with others is a key to success, particularly in the business world. Even if you someday want to be the CEO of your own company, you eventually will need to learn to manage your ability to interact with others. In that spirit, this course requires two collaborative assignments, designed to help you learn an essential real world business skill. Thankfully, with today’s technology, it is easier than ever to coordinate work across time and space using a variety of methods and I have also provided time within the course calendar to accommodate this requirement - do NOT let this be a stumbling block to a successful semester! The two assignments are:

Assignment 1 – finding economic concepts in popular media (video games, TV series) – group discussion post
Assignment 2 – creating an economic music video parody (Rock-o-nomix) – group video submission

I AM LOOKING FORWARD TO A GREAT SEMESTER WITH EACH OF YOU! I have found that most things in life are easier when we are able to work with others who share the same goals. My goal (and hopefully yours) is to make this learning experience a success. With this in mind, I encourage each of you to reach out to your fellow classmates (and me) by posting questions on the class Facebook page, tweeting about class, watching helpful tutorial videos or old video projects on YouTube, viewing econ projects on Pinterest, or increasing your future business network on LinkedIn. Many of the anticipated extra credit opportunities will utilize social media, so I have listed my information below. My belief is that together we can make this a class one that you look forward to attending!

COLLABORATE/CONNECT WITH YOUR CLASS!

facebook.com/rockonomix
youtube.com/cubegrl
@cubegrl we’ll use #UWGMicro
pinterest.com/cubegrl
linkedin.com/in/kimholder
storify.com/cubegrl
cubegrl.tumblr.com
profiles.google.com/kimholder2926
instagram.com/cubegrl
tinyurl.com/vine-cubegrl

“If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away.” ~Henry David Thoreau