**ECON 2106: Principles of MICROECONOMICS**

Kim Holder  
UWG Fall 2014

**COURSE/SECTION/TIME:**  
ECON2106-L2E, CRN 80658, T/Th 12:30-15:00 pm  
ECON2106-LXE, CRN 82014, T/Th 12:30-15:00 pm

**REQUIRED TEXT:**  
Microeconomics (11th edition, 2014)  
Michael Parkin  

*Note: The online access card is not required. If you use an earlier edition, it is your responsibility to note any changes. A 10th edition textbook should be acceptable and cheap! An 11th edition textbook will be on reserve in the UWG Library.*

**PREREQUISITES:** Overall 2.0 GPA

**LOCATION:** Miller Hall Room 1201  
(Business Building Lecture Hall)

**CONTACT INFO:**  
✉️ kholder@westga.edu  
📞 678-839-5423  
📍 RCOB 1316

**OFFICE HOURS:** T/Th, 7:30-9:30 am & 2-5 pm  
Schedule in ADVANCE at:  
[http://kimholder.youcanbook.me/](http://kimholder.youcanbook.me/)

**ONLINE HELP:** Nightly on CourseDen (~8-9 pm)

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

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Points</th>
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<tbody>
<tr>
<td>Tests (2) – midterm</td>
<td>50%</td>
<td>50 points</td>
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<tr>
<td>Quizzes (4)</td>
<td>25%</td>
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<td>Assignments (2)</td>
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<td><strong>TOTAL:</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!!
A checklist and calendar will be posted in CourseDen with all relevant deadlines during the first week of classes. The approximate pace of the course is 1-2 chapters each week. Test dates will remain fixed. Chapters covered for each test are tentative and deviations may be necessary depending upon the progress of the class. Any and all changes to the dates on the syllabus will be posted on CourseDen.

You must be in the classroom prior to the start of class on test days and presentation days - late entry will not be allowed and you will forfeit your right to earn points towards the scheduled midterm, final or presentation. Please allocate plenty of time for handling parking or traffic delays.

Any student not present in the classroom for the midterm, including but not limited to those who arrive after the start of class on test day, and any student who does not turn in their midterm by the deadline will have their midterm weight automatically added to their cumulative final. The final for these students will count as 50% of their grade which is the weight of the missed midterm and final combined. All other students in the class will have their grade calculated BOTH ways (20% midterm & 30% final vs. 50% final) to ensure that any potential advantage obtained by missing the midterm is made available to all students. The highest overall grade calculated of the two possibilities will be recorded as the final overall class grade.

NOTE: It is the student’s responsibility to withdraw from the class by contacting the registrar’s office directly. On 9/8 I will check to see that you have attended class prior to this date (random attendance checks). If this condition is not satisfied, I will report you as “non-attending” to the UWG Office of the Registrar in order to protect your GPA and conform to institutional requirements! The last day to withdraw with a grade of “W” is October 17th.

Please be aware that UWG has instituted a new limited withdrawal policy as of the Fall Semester 2013, information is available here: http://www.westga.edu/registrar/1560.php

**ATTENDANCE:** Generally speaking, I expect to see every student in class every day in order to meet the demands of the course. If this does not suit your learning style, alternative instructors and their syllabi are posted here: http://www.westga.edu/econ/index_17279.php

**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 severe weather occurs, particularly those affecting your ability to complete assignments, I will adjust deadlines accordingly. I will also be using Remind 101 this semester, register here (http://www.remind101.com/join/uwgmicro) or see the last page for more information.

**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 or in your clothing. I prefer you leave these at home or in your backpack which 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.

I encourage the use of technology in the classroom during our regular class days as a tool to enhance learning. We will hopefully continue to "live-tweet" during class and provide many additional interactive opportunities. However, if you use your technology in an inappropriate or distracting way, you will be asked to remove yourself from the classroom immediately.

**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](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](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](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

**Access to Technology:** You must have reliable access to technology to be successful in this course. 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.

This course does not require the purchase or use of a clicker/iclicker. From time to time we will answer questions interactively in class using cellphones and a free texting program called Poll Everywhere.
**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)
- Problems? E-mail: online@westga.edu or call: 678-839-6248 (M-F 8am-5pm)
- 24 Hour Helpline: 1-855-772-0423 (toll free) or 800-892-4315 (hearing impaired)
- Online Help: [http://D2Lhelp.view.usg.edu](http://D2Lhelp.view.usg.edu)
- For help logging in to CourseDen via UWG ID (the universal username/password system), contact the ITS helpdesk: [https://selfservice.westga.edu/](https://selfservice.westga.edu/) or call 678-839-6587

**UWG Student Identification (UWG ID):** You **must** show your current UWG ID card in order to take your midterm and 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.

**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 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** – group discussion post and in-class presentation
- Assignment 2 – **creating an economic music video parody (Rock-o-nomix)** – group video submission or a group project of your own choosing with prior approval
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