Course Syllabus
ECON 2020-M50 – Introduction to Microeconomics
Spring Semester, 2020 – Online Course
3.0 Credit Hours
(Last updated: 1/16/2019)

Instructor: Jamein P. Cunningham, PhD
Class Location: eCourseware – MindTap Platform
Office: FCBE 419
Office Hours: Tuesday, 3:00 – 4:00 FCBE 419
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Phone: 901-678-4625

Course Overview
This course introduces the basic framework of microeconomics. As most of the world’s economic activity is organized through markets, this course will study the economic behavior of individuals and firms under a variety of market structures. By the end of this term, you’ll have a solid understanding of basic microeconomic theory which comprises the foundation of economic thinking and directly informs public policy, finance, and business theories.

Prerequisites
There are no course pre-requisites for this course. However, a basic understanding of algebra is strongly encouraged.

Required Texts
  ISBN: 978-1-337-61740-6

You must use the MindTap for access to online material. As far as the textbook you can use the eBook or Cengage Unlimited for access (or even buy a hard copy).

Steps for successful registration:

Please follow the below steps to register for your MindTap online homework. There is also step by step customized instructions located within the Getting Started (MindTap) Module. You MUST register through eCourseware and NOT Cengage the first time. There is NO course key provided intentionally.
1. Once in your course, click on the CONTENT area and find the Getting Started (MindTap) module.

2. Click on the link titled “Access HERE for MindTap Homework & eBook”. Please ensure your pop-up blockers are disabled as the content will load in a new window.

3. Link your eCourseware and Cengage accounts.

4. Here is where you can purchase the eBook.

5. Once completed, you will be taken directly into your MindTap course. Return to eCourseware to access additional MindTap links as you work through the modules.

**Location of Course Materials:**
Course information, such as the syllabus, links to MindTap, and exam grades will be available via eCourseware. Chapter assignments and grades will be located on MindTap. I do not have a copy of the textbook on reserve at the library.

**Course Objectives:**
By successfully completing this course, students will be able to:

1. Understand the basic tools of microeconomic analysis,
2. Apply them to real world problems.

**Fogelman College: Learning Outcomes for Your Degree**
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

- BBA Program Outcomes (opens in new window)

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**Course Methodology**
An online course, due to its nature, is constructed as an independent study. The task of teaching and subsequent learning will fall more on the student than in a traditional on-campus class. An online course will often require more effort and time. Subsequently, a structured plan should be implemented and followed. The course is conducted through eCourseware and MindTap. It is the base of operations in which students can access such items as the syllabus, all announcements, and assignments. All students are expected to check eCourseware and their email regularly and are responsible for all class material.
Instructor’s Expectations:
Be prepared for all classes, be respectful of others, actively contribute to the learning activities in throughout the course, Abide by the University of Memphis Honor Code.

Student's Expectations:
Be prepared for all classes, evaluate all fairly and equally, be respectful of all students, Create and facilitate meaningful learning activities, Behave according to University codes of conduct.

Grading and Evaluation Criteria
Your final grade in this course will be determined from your grades on all exams, quizzes, and homework. The distribution of points in the grading scheme is as shown below:

Summary of Graded Activities
Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
<th>Number of Attempts (per item)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework and Quizzes</td>
<td>310</td>
<td>3 (10)</td>
</tr>
<tr>
<td>3 MindTap Exams (100 points each)</td>
<td>300</td>
<td>2</td>
</tr>
<tr>
<td>Final Exam (200 points)</td>
<td>200</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>810 pts</td>
<td></td>
</tr>
</tbody>
</table>

For Homework, you will have 3 attempts and the highest score will count. For quizzes you will have 10 attempts. For Exams, you will have 2 attempts and the highest score will count for your grade. You will have 2.5 hours (150 minutes) to complete an exam on each attempt. You will also have 2 attempts for the final exam and 3 hours (180 minutes) to complete each attempt.

In this class we will refer to “homework” as an assignment. For each of the chapters we will be covering, you will have an assignment to complete. You will have to the end of the term to complete all assignments. You will be allowed to make multiple attempts on the assignment, and the best score will be the one recorded for your grade. Your assignments will coincide with all covered materials from all course sources (lecture, videos, and readings) to-date (listed below).

All assignments (except for Final Exam) must be completed before April 30th at 11:59pm.

In addition each week, eCourseware will include a module that dives deeper into each chapter allowing students to ask questions, discuss material, and earn extra credit. An email will be sent when the module is available but you should check eCourseware periodically to stay up to date on course material.

Final Exam Schedule
Final exam is comprehensive. Meaning, it includes materials from each of the topics covered. There will be 80 multiple choice questions and you will have 180 minutes to complete it. The Final Exam will be available during finals week – May 1st – 7th.
Final Course Grades
Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>789 +</td>
<td>A+</td>
</tr>
<tr>
<td>788 - 724</td>
<td>A</td>
</tr>
<tr>
<td>723 - 708</td>
<td>B+</td>
</tr>
<tr>
<td>707 - 643</td>
<td>B</td>
</tr>
<tr>
<td>642 - 627</td>
<td>C+</td>
</tr>
<tr>
<td>626 - 562</td>
<td>C</td>
</tr>
<tr>
<td>561 - 481</td>
<td>D</td>
</tr>
<tr>
<td>Below 481</td>
<td>F</td>
</tr>
</tbody>
</table>

Schedule of Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4/30 What Economics is About</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>4/30 Production Possibilities</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4/30 Supply and Demand</td>
<td>3, 4, 5</td>
</tr>
<tr>
<td>4</td>
<td>4/30 Exam 1</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>4/30 Elasticity</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>4/30 Production and Costs</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>4/30 Perfect Competition</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>4/30 Exam 2</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>4/30 Monopoly</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>4/30 Monopolistic Competition &amp; Oligopoly</td>
<td>11</td>
</tr>
<tr>
<td>11</td>
<td>4/30 Factor Markets</td>
<td>13</td>
</tr>
<tr>
<td>12</td>
<td>4/30 Market Failure</td>
<td>17</td>
</tr>
<tr>
<td>13</td>
<td>4/30 Exam 3</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>5/7 Final Exam</td>
<td>180 Minutes</td>
</tr>
</tbody>
</table>
Course Policies

Email:
Please contact me at my University e-mail (Prof. Cunningham’s e-mail). I will periodically check e-mail communication through eCourseware, but this is not the best method of contact.

Late Assignments
Late assignments will not be accepted. All assignments must be completed before April 30th at 11:59pm. Subsequently, a structured plan should be implemented and followed. All students are expected to check eCourseware and MindTap and their email regularly and are responsible for all course materials.

Academic Integrity
Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs. Please take a look, in particular, at the sections about “Academic Dishonesty,” “Code of Rights and Responsibilities,” and “Examples of Disruptive Behaviors.” I expect students to be aware of these guidelines and to conduct themselves accordingly. Any incidents of academic dishonesty (i.e., cheating on a test, plagiarizing, etc.) will result in a final grade of “F” for the course.

If you have any questions about academic integrity or plagiarism, I strongly encourage you to review the Office of Student Conduct website (opens in new window) and the Fogelman College's Website on Academic Integrity (opens in new window).

Participation:
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are strongly encouraged to check eCourseware and MindTap and their email regularly. You should also communicate with me if you have any questions.

Classroom or Online Behavior:
All participants in this course should be considerate of the other course participants and treat them (as well as their opinions) with respect.

Reporting Illness or Absence:
Deadline extensions as a result of illness, or any other unforeseen event will be considered as needed. It is the student’s responsibility to communicate such need as soon as possible.

Syllabus Changes:
This course syllabus provides a general plan for the semester; in the interest of flexibility, there may be necessary deviations, at our discretion.
Inclement Weather
In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. The University of Memphis’s new comprehensive personal safety mobile app is LiveSafe and can be downloaded for free. This app allows you to receive instant alerts from Police Services. Additionally, it provides a quick, convenient and discreet way to communicate directly with Police Services. The app will allow members of the campus to send text, pictures, video, and audio directly to Police Services in real time. It also allows for a live chat with safety personnel. The app includes the option to share tips and information anonymously. In addition, subscribers can use SafeWalk to invite personal contacts to virtually escort you as you chat.

- For an overview, visit LiveSafe Overview
- For Apple iOS instructions, visit Instructions for Apple LiveSafe
- For Android instructions, visit: Instructions for Android LifeSafe
- For those without smartphones, or for any questions, please email UM Police Contact Information.

Student Services
Please access the FCBE Student Services (opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance