



Econ 2302-101CL
Principles of Microeconomics
Spring 2022
MW 12:30 PM – 1:50 PM
TVB, Room 1214

Instructor Information

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(409)933-8212 Kerry Kloesel, Administrative Assistant

Communication with Your Instructor

All electronic communication with the instructor outside of Blackboard must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means. **For online students, all communication MUST be through Blackboard “Course Messages” during the semester.** I generally respond to course messages (course emails) within 24 hours, holidays and weekends being exceptions.

Student Hours and Location

1:50 PM – 4:15 PM Monday Wednesday

Or by appointment LRC

Online Office Hours: 8:00 PM – 11:00 PM Monday

Course Information

Required Text

1. Text: N. Gregory Mankiw, *Principles of Microeconomics 9e*, Cengage Learning.
2. Online homework ancillary: MindTap from Cengage.

Note that access to MindTap from Cengage will automatically come with the complete e-book, so this is your only required purchase. Mindtap access fee is **included** in your course fees, so all course materials are available for you on day one and there is no need to pay extra. The physical textbook is not required but can be purchased via Cengage.

Mindtap, Cengage’s digital learning platform includes the digital textbook, the Study Guide as well as Aplia assignments which offers interactive exercises and

assignments that connect key concepts to the real world. Mindtap will be explained further in the “Assignments” syllabus section.

Course Description

The course is intended to provide students with an understanding of the economics behind individual and firm behavior. Specifically, how individuals, households and different types of firms make decision in the face of scarcity. Students are introduced to the basic models of market structure and how firms behave under these different structures. Students will acquire an understanding of concepts such as market supply and demand, firms' profit maximization behavior under different circumstances, and a wide range of economic policy issues and how they impact the interaction between firms and individuals.

Determination of Grade

Course Requirements

1. Assignments on Mindtap

During this course, to complete assignments, you will be **REQUIRED** to register for **Mindtap**. Registration will be done through my Blackboard course. Once you have signed into the Blackboard course, click on the **Assignments** tab. Then click on the link for **Mindtap** and follow the instructions.

Here are two links which also have the instructions for how to register as well as some additional information about Cengage:

<https://play.vidyard.com/mNxofeRXYsqEKxoSY6sUko>

https://embed.widencdn.net/pdf/plus/cengage/cqjy9n1mpx/gui_mt-bb-stu-quick-guide-inclusive-access.pdf?u=c8lcjz

Please register for Mindtap on day one!

The homework assignments are critical to learning the course materials in economics. You will not pass this course unless you keep up with the assignments. Your assignments will be readings and multiple-choice questions corresponding to chapters of the textbook. Assignments as well as the digital book chapters and practice materials are grouped by weeks. Please click on Week no. to access weekly activities.

Graded homework on MindTap correspond to the textbook content. The problem sets are typically due after the material is covered and it will be assumed you have read the assigned reading before attempting them. For many (but possibly not all) of these assignments you will be offered up to three

opportunities to submit the correct answer and be given feedback for incorrect answers. Because of this grading scheme it is very easy to get 100% for your homework grade if you allow for ample time to work on the problems. Students will have the opportunity to work and rework the homework assignments up until the due date. Since homework is posted at least a week in advance of the due date and since solutions are posted at the due date, no late homework assignments will be accepted and any un-submitted assignment **will be given a zero regardless of the reason for incompleteness**. So pay close attention to the day and the time the assignments are due! To accommodate unforeseen emergencies, I drop two lowest assignment grades before I calculate your assignment average, including any zero score.

Practice Problems on Mindtap are not graded and therefore optional. They are an excellent way to learn course materials, prepare for graded assignments and tests. Please take advantage of these additional exercises.

2. *Readings (required but not graded)*

You are required to read your textbook and my lecture notes. Not all the reading will be covered during lecture *and* oftentimes the lecture will contain content that is not in the reading. Therefore, you need to review all these materials to be successful in this course since exams will cover material from chapter book readings *and* lectures.

You are also required to read materials and watch videos on **the discussion board** under which I post discuss questions. These questions may be included in the exams. Your participation in these and other discussion posts will marginally affect your grade at my discretion.

3. *Essay*

Students will be required to write an analytical essay related to material covered in class. The essay intends to foster critical, analytical thinking and communication skills. Students must select readings or video segments from the forums on the Discussion Board in Blackboard*. Your essay can be based on one or more articles/video segments. Each essay must be 3 to 5 pages typed and double-spaced with one-inch margin. The objective of the essay is to **relate the article/video content to economics theories learned in the course**. The essay must also include a section **briefly** addressing the social responsibility (using the definition of page 7 of the syllabus) of individuals participating in a free market economy as required by the state.

The total score of the assignment is 100 using the following formula:

1. Clear interpretation of the main ideas of the selected sources -10 points
2. Effective use of written communication skills -40 points
3. Effective use of critical thinking skill by applying economics theories -45 points
4. Effective analysis of the social responsibility component of the topic -5 points
100 points

The essay is due by midnight **Wednesday, May 4th**. You should submit your essay in PDF or Word Format via Essay Submission in Assessments in Blackboard. Please indicate your class section information on your cover page. **No late paper will be accepted.** I will post your essay grade by the Thursday of the final week.

****Note that discussion posts with an (excl*) mark next to it are not to be chosen as essay materials!!!***

Extra Credit Essay

You can earn UP TO 5 extra points for your FINAL GRADE by writing a response paper based on a PBS documentary, Commanding Heights: The Battle for the World Economy. The quality of the paper will determine how many points are given. You need to relate what you have learned in this course to historical and contemporary issues. The paper must be typewritten and at least 3 pages long (double-spaced) in PDF or Word Format. It is due by midnight **Monday, May 9th**. Please attach the essay to your Blackboard message to me. Remember, the instructor has also viewed the video, so there is no need for you to summarize the content of the documentary. Instead, use material from the documentary combined with your knowledge of economics to make other points or explain your reaction.

“Commanding Heights: the Battle for the World Economy is a three-part, six - hour PBS documentary series that tells the inside story of our new global economy. Based on the best-selling book by Daniel Yergin and Joseph Stanislaw, the series chronicles the battle for economic power; the struggle between governments and markets around the world; the turmoil and upheavals of economic reform; the emergence of a new era of globalization; and the far-reaching debates about the shape of the world's economic future.”

To access the movie online, go to:

<https://archive.org/details/commanding-heights-1> or
<http://www.pbs.org/wgbh/commandingheights/>

You can find the DVD collection at your local library or watch it on Youtube. Please don't wait until the last minute to work the assignment, you will not be able to finish the assignment on time.

Grading Rubric for Extra Credit

Content	Mechanics	Grade
Assignment goal is exceeded	Clear, logical, well-structured and concise arguments are developed and relates to either historical or contemporary economic issues.	5 pts.
Assignment goal is proficient	Clear, coherent, and sound arguments are developed and relates to either historical or contemporary economic issues.	4 pts.
Assignment goal is adequate	Arguments are present but not fully developed or supported.	3 pts.
Assignment goal not entirely met	Arguments are not always present or coherent.	2 pts.
Assignment goal is minimum	Minimum content standards are present.	1 pt.

4. *Exams and Exam Make-Up Policy*

There will be four exams. All exams will have 50 multiple-choice questions. **I will drop the lowest grade of the four.** Only three exams will count towards your final grade.

All exams must be taken at the scheduled time. If you have some reason to miss an exam, make sure to talk to me in advance. Only one make-up test is allowed per student for the entire semester. If you miss an exam without approved excuses prior to the test time, you will receive a zero on that exam. The only exception to this will be extreme circumstances such as a medical emergency, a verifiable auto accident en route to school, in which cases documents will be required. You are also required to contact the instructor within 24 hours of the original test to be granted a make-up. You will have a week to take the test. Make-up tests may be different from the original tests.

Grading Formula

Your final grade will be calculated as the following:

- Exam average (3) 60% or 60 pts: (20% each exam*) or 20pts
- Assignments average** 35% or 35 pts.
- Extra Credit points (optional) max 5 pts.
- Essay 5% or 5pts
- Final grade = Exam 1 score x 0.2 + Exam 2 score x 0.2 + Exam 3 score x 0.2 +
Aplia assignment grade x 0.35 + Essay grade x 0.05 + Extra Credit Grade

* Each individual exam score is calculated at a weight of 20% each.
Example: Exam 1 score x 0.2 + Exam 2 score x 0.2 + Exam 3 score x 0.2

** Each assignment grade is the percentage of questions answered correctly. To calculate the final grade, multiply the average percentage grade by 35%.
Example, if your Aplia assignment average is 80%, your final Aplia assignment score will be 28, the product of 80 and 35%.

Note that the discussions on Blackboard discussion are present for each unit for self-assessment/practice purposes and are the bases for your final essay. Your discussion posts and responses help you to evaluate your understanding of unit material and provide additional practices to enhance learning.

Grading Scale

The following grade scale will be used:

A	=	90 – 100 points
B	=	80 – 89 points
C	=	70 – 79 points
D	=	60 – 69 points
F	=	59 – below

You can find the end of chapter multiple choice questions and problem sets on Mindtap in the form of assignments in the “Practice” mode, please work through them to help review materials covered in the chapter. You should also use the Study Guide (at the bottom of your Mindtap homepage) questions as self-testing tools to prepare for unit exams.

The grade that you receive in this class will be the grade that you earn. **I will not** raise your grade because you have a reason that you need or want a higher grade, so do not even ask! If there is a grade that you expect in this class, start working now to earn that grade, so you won’t be disappointed in the end.

Make-Up Policy

There is no make-up assignment for homework. For my exam make-up policy, please refer to the make-up policy section under “Determination of Grade”.

Attendance Policy

Students are expected to attend all lectures. Since each lecture usually builds upon previous lectures, your attendance and participation are crucial to your learning the materials successfully.

Student Success Tips

Economics is a science. Learning economic theories requires one to apply the theories to the real world by thinking critically. Therefore, economics draws on both analytical abilities and evaluative skills. To master this subject, you need to make a consistent and organized effort. Memorization alone doesn't work in learning the "economic way of thinking". Remember, learning economics is by practicing economics, learning to work with graphs and striving for understanding. Cramming for exams usually results in a poor grade. This course requires significant study time every day. If you are having trouble, ask for help. The time to earn a higher grade is before the final, not after.

To keep up with the course coverage and learn the material well, you are expected to:

- To take detailed notes in class.
- To attend classes, to be on time, to remain for the entire class and to be prepared to participate.
- To show respect to all members of your class.
- To read the textbook! My notes only provide an outline of the course material. To fully comprehend your course material, you need to study the book.
- To read the assigned reading. There are questions and problems at each chapter of Mankiw's text. The Study Guide in Mindtap *include* questions and problems. You should be working through these.
- To ask lots of questions, make comments, observe links between the theory you are learning and what you have found in the news media and in your daily life. These are the main purposes of the discussion board.

Core Objectives

Students successfully completing this course will demonstrate competency in the following Core Objectives:

Critical Thinking Skills – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

Communication Skills – to include effective development, interpretation and expression of ideas through written, oral and visual communication

Empirical and Quantitative skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Table Mapping SLO'S, Core Objectives and Assignments

Student Learner Outcome	Connects to Core Objective	Assessed via this Assignment
1. Explain the role of scarcity, specialization opportunity cost, and cost/benefit analysis in economic decision-making.	Critical Thinking /Empirical and Quantitative Skills	Exam
2. Identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.	Critical Thinking /Empirical and Quantitative Skills	Exam
3. Summarize the law of diminishing marginal utility; describe the process of utility maximization.		
4. Calculate supply and demand elasticities, identify the determinants of price elasticity of demand and supply, and demonstrate the relationship between elasticity and total revenue.	Critical Thinking	Exam
5. Describe the production function and the Law of Diminishing Marginal Productivity; calculate and graph short-run and long-run costs of production.		
6. Identify the four market structures by characteristics; calculate and graph the profit maximizing price and quantity in the output markets by use of marginal analysis.		

7. Determine the profit maximizing price and quantity of resources in factor markets under perfect and imperfect competition by use of marginal analysis.	Critical Thinking	Exam
8. Describe governmental efforts to address market failure such as monopoly power, asymmetric information externalities, and public goods.	Critical Thinking	Exam
9. Identify the benefits of free trade using the concept of comparative advantage.	Critical Thinking	Exam
10. (CS1) Develop, interpret, and express ideas through written communication.	Communication Skills (CS1)	Essay
11. (SR) Demonstrate intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.	Social Responsibility	Essay

Academic Dishonesty

Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Concerns/Questions Statement

If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact Department Chair, Shinya Wakao at 409-333-8107.

Course Outline

Week 1 – 4

Unit 1 Introduction and Basic Concepts Chapter 1-2-3

EXAM I

Week 4 – 7

Unit 2 Supply and Demand Analysis Chapter 4 - 5

EXAM II

Week 7 – 13

Unit 3 Supply and Demand Applications Chapter 6-7-8-9

EXAM III

Week 13 – 16

Unit 4 Firm Theory and Market Structures Chapter 13-14-15

EXAM IV

*It is a tentative course schedule. The dates and chapter coverage of each exam may be subject to change.

Institutional Policies and Guidelines

Grade Appeal Process

Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook

https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf

An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.

Academic Success & Support Services

College of the Mainland is committed to providing students the necessary support and tools for success in their college career. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement

Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or hbankston@com.edu. The Office of Services for Students with Disabilities is located in the Student Success Center. Appropriate steps will then be taken to assist you in your needs. [Student Disability Services](#)

Counseling Statement

Any student that is needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or hbankston@com.edu. Counseling services are available on campus in the student center for free and students can also email counseling@com.edu to setup their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

Textbook Purchasing Statement

A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Withdrawal Policy

Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1st 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2nd 8-week session is May 4.

FN Grading

The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor.

Early Alert Program

The Counseling Center at College of the Mainland has implemented an Early Alert Program. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Counseling Department. As student success and retention is very important to us, someone from the Counseling Department will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Technology Outage

In the event you experience a technology problem, it is your responsibility to communicate immediately with your instructor and the DE department at College of the Mainland (COM). It is a good idea to make a screenshot of the error and email it to me as well as the Distance Education Helpdesk. Contacting COM's Distance Education department can be accomplished by submitting a ticket anytime at [DE Support](#) or via live chat Monday to Friday from 8 AM to 5 PM whenever the college is open.

NetTutor Online Tutoring

NetTutor offers free online Economics tutoring via: live sessions with a real tutor, access to archived sessions by topic, Q & A submissions, and proofing and suggestions for papers.

[How to use NetTutor](#)

COM Students can access NetTutor by simply clicking on the NetTutor link in the course menu. No log in is required.

Classroom Conduct Policy

College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the on-line Student Handbook. <http://www.com.edu/student-services/student-handbook.php> . Students should act in a professional manner at all times. Disruptive students will be held accountable according to college policy. Any violations of the Code of Conduct will result in a referral to the Office for student Conduct and may result in dismissal from this class.

Plagiarism

Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else's words without quotation marks. Any assignment containing any plagiarized material will receive a **grade of zero**

and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

COVID-19 Statement

All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at www.com.edu/coronavirus. In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit com.edu/coronavirus for future updates.

NOTE: If for any reason the college closes, continue to work on the assignments spelled out in your syllabus and/or refer to Blackboard for Emergency Closing Assignments and further instructions.