



THE UNIVERSITY OF  
**MEMPHIS**<sup>®</sup>  
Fogelman College  
of Business & Economics

## **Course Syllabus**

ECON 2020-002 – Introduction to Microeconomics

Fall Semester, 2020 – Online Course

3.0 Credit Hours

(Last updated: 8/9/2018)

### **Instructor: Jamein P. Cunningham, PhD**

Class Location: *eCourseware*

Office: FCBE 419

Office Hours: By Appointment as Needed

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Phone: 901-678-4625

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### **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**

- Arnold, Roger. (13<sup>th</sup>). Microeconomics. Cengage Learning  
ISBN: 978-1-337-61740-6

You should purchase access to MindTap to obtain additional materials and resources. 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, homework, and extra credit. 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:

| <b>Assessment</b>                | <b>Points</b> | <b>Number of Attempts (per item)</b> |
|----------------------------------|---------------|--------------------------------------|
| Homework                         | 200           | 3 (20)                               |
| 3 MindTap Exams (80 points each) | 240           | 2                                    |
| Final Exam (150 points)          | 150           | 2                                    |
| <b>Total</b>                     | 590 pts       |                                      |

For Homework, you will have 3 attempts and the highest score will count. For Exams, you will have 2 attempts and the highest score will count for your grade. You will have 2 hours (120 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 until the end of each exam week to complete all assignments in the module. There are three modules with 4 topics in each. Each topic has an assignment to be completed. 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). Your total homework grade will be based on your top 10 scores (12 assignments total, the lowest 2 are dropped for final grading).

In addition, *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.

For Module 1 (Topics 1-4), Homework 1 – 4 and Exam 1 is due by September 18<sup>th</sup> by 11:59PM. For Module 2 (Topics 5-8), Homework 5 – 8 and Exam 2 are due by October 23<sup>rd</sup> by 11:59PM. For Module 3 (Topics 9-12), Homework 9 – 12 and Exam 3 are due by November 17<sup>th</sup> by 11:59PM.

Lastly, there will be extra credit opportunities with each module. I will notify you when they are available.

### 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 – November 18<sup>th</sup> – 24<sup>th</sup>.** The exam is due by November 24<sup>th</sup> by 11:59PM.

### Final Course Grades

Final course grades are earned according to the following table:

| Point Range | Assigned Grade |
|-------------|----------------|
| 572 +       | A+             |
| 571- 531    | A              |
| 530 - 513   | B+             |
| 512 - 472   | B              |
| 471 - 454   | C+             |
| 453 - 413   | C              |
| 412 - 354   | D              |
| Below 354   | F              |

### Due dates

| Class   | Date  | Topic   | Due Dates                  |
|---------|-------|---|----------------------------|
| Week 1  | 8/17  | Topic 1 - Introduction                        |                            |
| Week 2  | 8/24  | Topic 2 - Production Possibilities            |                            |
| Week 3  | 8/31  | Topic 3 - Supply and Demand                   |                            |
| Week 4  | 9/8   | Topic 4 - Market Efficiency                   |                            |
| Week 5  | 9/14  | <b>Exam 1 (all assignments due this week)</b> | <b>9/18/20 by 11:59PM</b>  |
| Week 6  | 9/21  | Topic 5 - Elasticity                          |                            |
| Week 7  | 9/28  | Topic 6 - Production                          |                            |
| Week 8  | 10/5  | Topic 7 Perfect Competition                   |                            |
| Week 9  | 10/12 | Topic 8 - Monopoly                            |                            |
| Week 10 | 10/19 | <b>Exam 2 (all assignments due this week)</b> | <b>10/23/20 by 11:59PM</b> |
| Week 11 | 10/26 | Topic 9 - Monopolistic & Topic 10 - Oligopoly |                            |
| Week 12 | 11/2  | Topic 11 - Labor Markets                      |                            |
| Week 13 | 11/10 | Topic 12 - Market Failure                     |                            |
| Week 14 | 11/12 | <b>Exam 3 (all assignments due this week)</b> | <b>11/17/20 by 11:59PM</b> |
| Week 15 | 11/18 | <b>Final Exam</b>                             | <b>11/24/20 by 11:59PM</b> |

Each topic will be available at least 3 weeks prior to this class schedule. For example, Topic 5 start day is 9/21, therefore Topic 5 material will be available on eCourseware by 8/31.

## Schedule of Activities

Below is a guided schedule for course completion. If this was an in-person course, the following topics would be covered on dates listed below:

| Class | Date  | Topic   | Chapters  |
|-------|-------|---|-----------|
| 1     | 8/18  | Introduction                                  | 1         |
| 2     | 8/20  | Introduction                                  | 1         |
| 3     | 8/25  | Production Possibilities                      | 2-1       |
| 4     | 8/27  | Production Possibilities                      | 2-2, 20-1 |
| 5     | 9/1   | Supply and Demand                             | 3         |
| 6     | 9/3   | Supply and Demand                             | 3         |
| 7     | 9/8   | Market Efficiency                             | 3, 4      |
| 8     | 9/10  | Market Efficiency                             | 3, 4      |
| 9     | 9/15  | Finish Material and Review                    |           |
| 10    | 9/17  | <b>Exam 1 (all assignments due this week)</b> |           |
| 11    | 9/22  | Elasticity                                    | 6         |
| 12    | 9/24  | Elasticity                                    | 6         |
| 13    | 9/29  | Production                                    | 8         |
| 14    | 10/1  | Production                                    | 8         |
| 15    | 10/6  | Perfect Competition                           | 9         |
| 16    | 10/8  | Perfect Competition                           | 9         |
| 17    | 10/13 | Monopoly                                      | 10        |
| 18    | 10/15 | Monopoly                                      | 10        |
| 19    | 10/20 | Finish Material and Review                    |           |
| 20    | 10/22 | <b>Exam 2 (all assignments due this week)</b> |           |
| 21    | 10/27 | Monopolistic                                  | 11        |
| 22    | 10/29 | Oligopoly                                     | 11        |
| 23    | 11/3  | Labor Markets                                 | 13        |
| 24    | 11/5  | Labor Markets                                 | 13        |
| 25    | 11/10 | Market Failure                                | 17        |
| 26    | 11/12 | Market Failure                                | 17        |
| 27    | 11/17 | <b>Exam 3 (all assignments due this week)</b> |           |
| 28    | 11/24 | <b>Final Exam</b>                             |           |

## 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

Due to Covid 19, I will accept late assignments for valid reasons. Nonetheless, a structured plan should be implemented and followed to complete weekly assignments. All students are expected to check eCourseware 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 their email regularly. You should also communicate with me if you have any questions.

### **Classroom or Online Behavior**

There will be extra credit assignments involving group discussions. 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 reasonability 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.

### **Office Hours**

Since we are learning remotely, I will not schedule regular office hours. However, I can meet with students individually via zoom. Please email me to schedule an appointment for office hours.

## **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

## **COVID-19 Notice**

As a student enrolled in an FCBE course, please be advised of the resource websites list for student accommodation requests, health and safety requirements on campus, classroom conduct, and reporting a suspected COVID-19 illness. Please see [FCBE COVID-19 Notice \(opens in new window\)](#) page for more information.