

# Principles of Microeconomics (ECON 261)

## Syllabus – Spring 2022

**Instructor:** Dr. Trent McNamara

**Lecture Times:** MWF 1:00pm – 1:50pm @ MBB 215

**Office Hours:** MW 10:00am - 11:30am, or by appointment

**Office:** MBB 252

**Email:** tgm21a@acu.edu

### Course Description

In this course, we study the behaviors of consumers, households, and firms. Our analysis of these individual decision-makers focuses on identifying how they make decisions, how decisions between these entities relate to each other, determining relative prices of goods and factors of production, and understanding quantities of goods and services that are bought and sold in an economic environment. In a world of scarce resources, these concepts help us determine the primary mechanism through which these scarce resources are allocated.

### Student Learning Outcomes

In *Principles of Microeconomics*, you will learn many of the basic models used to study the behaviors of decision-makers and the application of these models to real-world principles. Among other skills, you will learn about the incentives that underlie basic models of supply, demand, and their equilibrium; we learn about elasticity and its relation to the real-world; you will be able to analytically determine and predict how government interventions impact the allocation of limited resources; you will learn how firms react in different types of market environments and how this leads to potentially very different prices.

### Course Contribution to Overall Business Perspective

Microeconomics at its core is the study of how the most granular entity – a person – makes decisions. As such, we focus on learning and understanding what incentivizes people to make the decisions they do. From a business perspective, this framework allows us to think of business problems from the perspective of consumers giving us greater insight and predictive power about how they might respond to business decisions (price changes, promotions, product bundling, etc). From a government perspective, we can predict the impact of various policies allowing us to make informed decisions before implementing nation-wide changes leading to a more efficient allocation of resources.

### Course Contribution to Christian Service and Leadership

As we build on our primary models, we learn how decisions of individuals, businesses, and governments positively and negatively impact each other. Individual choices have impacts on others. Looking at these tradeoffs with a focus on biblical principles and ethics allows us to think about the many difficult economic problems with an eye towards serving God.

### The COBA Mission

*“To educate students for Christian service and leadership throughout the world.” – ACU Mission*

*“To educate business and technology professionals for Christian service and leadership throughout the world.”*

The COBA Mission Statement

We educate business and technology professionals for Christian service and leadership throughout the world. This mission is accomplished through:

- **Holistic student learning and development** – We seek spiritual, academic, and professional growth over the life of each student through exemplary teaching, experiential learning, and relationships with Christian faculty, professional staff, and engaged alumni.

- **Research and innovation** – We engage faculty, staff, and students in scholarly and practitioner research as well as innovation and entrepreneurship that impacts the university, academy, church, industry, and society.
- **Service and leadership** – We marshal the resources, gifts, and diversity of this Christian community to meaningfully serve and lead in the university, academy, church, industry, and society.

### **Text and Supplements**

The following texts and classroom resources will be used in the course:

Text: Modern Principles: Microeconomics 5<sup>th</sup> Edition by Cowen and Tabarrok (Macmillan)  
ISBN: 9781319329785

**You need the Achieve access code!** For reference, please follow this [link](#) to register for access to Achieve. Homework will be assigned through Achieve so it is necessary for course completion.

### **Grade Determination**

Grades are determined by homework, three midterm exams, and a final exam. Final grades will be assigned A=[90-100], B=[80-90), C=[70-80), D=[60-70), F=[0-60). Homework is worth 20% of your grade. It will be an online Achieve assignment and you will have unlimited attempts. The goal is for you to learn the material and make a good grade. You may work on the homework by yourself or within a group.

Regarding exams, each will count 20% towards final grades. The single lowest score amongst these exams will be dropped. If you are scheduled to miss an exam due to a university-excused absence then you must notify me before 72 hours of the exam time and present written documentation in order to take an exam early. If you miss an exam due to a university-excused illness then you must notify me within 24 hours of the exam time and present written documentation. There will not be any make-up exams for these situations, but the final exam questions that come from the corresponding chapters missed can be used to replace exam scores. If you miss the final exam due to a university-excused illness then you must notify me within 24 hours of the exam time and present written documentation in order to schedule a makeup. If you miss an exam for any other reason, there will not be any make-ups. However, a missed exam may be considered for the single dropped exam mentioned above.

Midterms are comprehensive and will take place in class. However, midterms will focus more heavily on current lecture material whereas the final will test over the entire course material. Unless otherwise indicated, no outside material will be allowed during exams.

This course serves as a prerequisite for other courses in ACU's College of Business. If you are pursuing a degree in the College of Business, you must earn a grade of C or better in order for the course to satisfy the prerequisite requirement.

### **Attendance/ Late Assignments/Missed Exams:**

The University views class attendance as the responsibility of an individual student. Attendance is essential to complete the course successfully. University rules related to excused and unexcused absences are located online. If a student accrues more than nine absences (20% of the class), the student will receive an "F" as a final grade. Attendance will be tracked using a daily in-class sign in sheet.

If for an extended period of time a student becomes too ill to engage the course material, the student and professor will work with SOAR to develop and plan that ensures the student's academic and physical well-being.

No late assignments will be accepted under any circumstances since they will be available online and can be completed at any time.

If you are scheduled to miss an exam due to a university-excused absence then you must notify me before 72 hours of the exam time and present written documentation in order to take an exam early. If you miss an exam due to a university-excused illness then you must notify me within 24 hours of the exam time and present written documentation. There will not be any make-up exams for these situations, but the questions on the final exam that

come from the corresponding chapters missed can be used to replace exam scores. If you miss the final exam due to a university-excused illness then you must notify me within 24 hours of the exam time and present written documentation in order to schedule a makeup. If you otherwise miss an exam for any reason, there will not be any make-ups. However, a missed exam may be considered for the single dropped exam mentioned above.

**ADA Compliance Policy:** Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please call our office directly at (325) 674-2667 or email [alpha@acu.edu](mailto:alpha@acu.edu). Alpha also houses tutors for this class. If you are struggling, get help early.

**Anti-Harrasmennt Policy:** As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the [ACU Counseling Center](#). All of your options are available for review by clicking on the [link](#) to ACU's policy.

### **Academic Integrity**

#### **COBA Honor Code**

**Objective:** COBA faculty, staff and students will strive to proclaim in their lives competence, character and community. In joining COBA, students, faculty, and staff covenant to abide by the following ethical principles.

**Competence:** To lead and serve well requires competence. And to become competent requires diligence and hard work. We owe it to all who have prepared the way and who will follow in our footsteps, to be good stewards of opportunities and resources. Thus, in all you do: set priorities, seek excellence and professionalism in your work, satisfy requirements, and take responsibility for your learning and performance. You cannot build competence if you lie, cheat, steal, or tolerate those who do.

**Character:** A reputation of good character is built slowly through testing, yet can be destroyed in an instant by compromise or careless work, just as it can through injustice. Guard your character; it is worth more than a grade or promotion. "A good name is more desirable than great riches; to be esteemed is better than silver or gold" (Proverbs 22:1). You cannot build character if you lie, cheat, steal, or tolerate those who do.

**Community:** A spirit of fellowship and mutual encouragement holds each community member accountable. Accountability leads to a healthy community through adequate preparations for the tasks at hand, respectful truthfulness in all situations, and adding value to the tasks at hand. As a community, we must hold each other accountable to the principles of competence, character, and community. You cannot build community if you lie, cheat, steal, or tolerate those who do.

COBA supports ACU's Academic Integrity Policy ([www.acu.edu/campusoffices/campuslife/acad\\_integrity.html](http://www.acu.edu/campusoffices/campuslife/acad_integrity.html)). This important policy offers examples of academic infractions and a process for assigning consequences and voicing appeals. Ignorance of this policy is never an excuse. Individual instructors will define course specific definitions, however, in general you should avoid:

- 1) **Plagiarism** - Copying or even paraphrasing words or ideas from another source (including current or past students) without giving adequate credit.
- 2) **Lying** - Inventing data or sources or making false attributions about the origin of material or offering a deceptive reason for an absence or delay in the completion of academic work.
- 3) **Cheating** - Facilitating or participating in any process that circumvents the intent of any exam, test, quiz, paper, or assignment.

Any dishonest act observed or reported will be investigated and if proven, be reported in administrative offices and records, and may be subject to any or all of the following outcomes based on severity: 1) A zero for the assigned work, 2) A failing grade for the course, 3) Dismissal from the university

### \*\*\*Tentative\*\*\* Class Schedule

Date	Topics and Due Dates*
M Jan 10 W Jan 12 F Jan 14	Syllabus and Introduction Chapter 1 – The Big Ideas Chapter 1 – The Big Ideas ( <b>Achieve Survey Due</b> )
M Jan 17 W Jan 19 F Jan 21	<b>Martin Luther King Jr. Holiday</b> Chapter 3 – Supply and Demand ( <b>HW1 Due</b> ) Chapter 3 – Supply and Demand
M Jan 24 W Jan 26 F Jan 28	Chapter 3 – Supply and Demand Chapter 4 – Equilibrium ( <b>HW2 Due</b> ) Chapter 4 – Equilibrium
M Jan 31 W Feb 2 F Feb 4	Chapter 4 – Equilibrium: <b>Class Exercise</b> Chapter 5 – Elasticity ( <b>HW3 Due</b> ) Chapter 5 – Elasticity
M Feb 7 W Feb 9 F Feb 11	Chapter 5 – Elasticity Midterm #1 Review ( <b>HW4 Due</b> ) <b>Midterm #1 (covers chapters 1, 3-5)</b>
M Feb 14 W Feb 16 F Feb 18	Chapter 8 – Price Ceilings and Price Floors Chapter 8 – Price Ceilings and Price Floors Chapter 8 – Price Ceilings and Price Floors: <b>Class Exercise</b>
M Feb 21 W Feb 23 F Feb 25	Chapter 6 – Taxes and Subsidies ( <b>HW5 Due</b> ) Chapter 6 – Taxes and Subsidies Chapter 6 – Taxes and Subsidies
M Feb 28 W Mar 2 F Mar 4	Chapter 10 – Externalities ( <b>HW6 Due</b> ) Chapter 10 – Externalities Chapter 19 – Public Goods
M Mar 7 W Mar 9 F Mar 11	Chapter 19 – Public Goods: <b>Class Exercise</b> Midterm #2 Review ( <b>HW7 Due</b> ) <b>Midterm #2 (covers chapters 6, 8, 10, 19)</b>
M Mar 14 – 18	<b>Spring Break</b>
M Mar 21 W Mar 23 F Mar 25	Chapter 11 – Costs, Profits, and Competition Chapter 11 – Costs, Profits, and Competition Chapter 11 – Costs, Profits, and Competition
M Mar 28 W Mar 30 F Apr 1	Chapter 11 – Costs, Profits, and Competition Chapter 13 – Monopoly ( <b>HW8 Due</b> ) Chapter 13 – Monopoly
M Apr 4 W Apr 6 F Apr 8	Chapter 13 – Monopoly Chapter 15 – Oligopoly ( <b>HW9 Due</b> ) Chapter 15 – Oligopoly
M Apr 11 W Apr 13 F Apr 15	Chapter 15 – Oligopoly Chapter 15 – Oligopoly: <b>Class Exercise</b> <b>Good Friday</b>
M Apr 18 W Apr 20 F Apr 22	Midterm #3 Review ( <b>HW10 Due</b> ) <b>Midterm #3 (covers chapters 11, 13, 15)</b> Chapter 25 – Consumer Choice: <b>Class Exercise</b>
M Apr 25 W Apr 27	Chapter 25 – Consumer Choice Chapter 25 – Consumer Choice

F Apr 29	Final Exam Review (HW11 Due)
M May 2	<b>Dead Day</b>
W May 4 – 6	<b>Final Exam</b> (covers all course material)

\*Due dates for homework are at 11:59pm on their listed day. Due dates for paper items are for the scheduled lecture meeting time.