

ECON 6350-02V Module1: Managerial Economics

Fall 2021 (August 25 – October 13)

Course Modality: Online Asynchronous Courses (OASYNC)

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Course Modality Statement

Online Asynchronous Courses: These courses will be delivered fully online. There will be no designated class meeting time for real-time instructor/student interaction, which gives you the flexibility to engage with the course materials as best fits your daily schedule. Your learning will be guided by the digital presentation of the course content (e.g., recorded lectures, presentations, outlines, notes) and scheduled assignments. Your instructors will provide you with feedback on assigned work, communicate with you electronically, and be available to meet as defined on this syllabus.

Response Time

Generally, I will respond to emails within 48 hours of receiving them. If I plan to be away from my computer for more than a couple of days, I will let you know in advance. Please, for any technical questions, contact Blackboard Support.

Course Description

This course provides an overview of economic tools and analytic approaches available to the manager for business decision making. It includes such topics as pricing, forecasting, demand analysis, market structures, production and cost analysis, and government policies as they affect the business environment. The purpose of this course is to develop an economic perspective that is appropriate for students aspiring to manage business units or entire companies in a wide variety of industries. We employ a problem-based learning approach to demonstrate how to apply economic theory to specific business decisions. In each chapter, we solve problems using a step-by-step approach to model good problem-solving techniques, and each end of chapter section includes an extensive set of questions. We make more extensive use of real-world business examples to illustrate how to use economic theory in making business decisions. To illustrate important economic concepts, we use calculations, graphs, and spreadsheets based on actual markets and real data.

Prerequisites

Course of Test: ECON 6301 (May not be taken concurrently.) or Course or Test: ECON 2301 Minimum Grade of C (May not be taken concurrently) and Course of Test: ECON 2302 Minimum Grade of C (May not be taken concurrently).

COVID-19 RESOURCES:

Please visit the [UTRGV COVID-19 protocols web page](#) for the most up-to-date COVID-19 campus information and resources. The [COVID-19 Frequently Asked Questions \(FAQs\) web page](#) offers additional guidance to specific questions. To submit a question for the FAQ, please email WelcomeBack@utrgv.edu.

UTRGV VACCINE PORTAL

UTRGV Students are eligible to receive the COVID-19 Vaccine. Students may access and complete their vaccine profile via the [UTRGV Vaccine Portal](#). For additional information on the COVID-19 Vaccine, please visit the [UTRGV Vaccine web page](#).

Course Learning Goals

Upon completion of the course, the student will be able to:

- A. Use economic concepts, theories, and measures of industry structure to analyze market conditions and design market strategies.
- B. Apply economics principles to recognize incentive problems in business organizations and develop effective solutions.
- C. Organize facts, data, and ideas in a clear, concise, and goal-oriented manner in a written format at a level appropriate to a business audience.

Course Expectations

What should students do during the course?

- Read and review assigned readings.
- Work and submit quizzes and homework.
- Work and submit case studies.
- Work and submit Excel projects.
- Work and submit initial posts on discussion boards and interact honestly with peers.
- Work on essays and make revisions if necessary, and when finalized, submit the revised version (if applicable).

What should the instructor expect from students during the course?

Students in this course are expected to complete different tasks assigned by the instructor within a given time frame.

❖ Quizzes and Homework:

The instructor will assign quizzes and homework for most chapters in each module. These learning activities are used for formative assessment, and they allow students and instructors to keep track of the achievement of learning objectives. For this reason, the instructor strongly recommends students to solve those exercises. There will be no make-up for a missed quiz or homework. Students will receive zero points for missing to complete a quiz or homework by the due date.

❖ **Discussions:**

Students will respond to discussion forum questions, and they will be evaluated according to the expectations given in the Discussion Forum Rubric. These discussions will allow students to discuss topics presented within the module and elaborate and share ideas of how they can apply new knowledge in a real-life setting. There will be no make-up for missing to post or respond to your peers in a discussion forum. A discussion rubric allocates zero points to a student who doesn't participate at all in a discussion forum.

❖ **Case studies:**

Students will submit written case studies, and they will be evaluated according to the score and rubric provided in the assignment's instructions. Case studies help you practice your theoretical skills in explaining economic concepts and principles through practical examples. There will be no make-up for a missed case study. Students will receive zero points for missing to submit a case study by the due date.

❖ **Excel Projects:**

Students will submit Excel projects that they have completed in Microsoft Office. All the steps for the project will be provided on MyLab Economics. This exercise allows you to use spreadsheets based on actual markets and real data and economic theory in making business decisions. Students will receive zero points for missing to submit an Excel project by the due date.

❖ **Essays:**

Students will submit an essay at the end of the semester, and they will be evaluated according to the expectations given in the Essay Rubric. This essay will allow students to demonstrate analytic skills on topics studied during the course. Students will also use the essay to illustrate how they can match theoretical knowledge to practical applications for modern societies. There will be no make-up for a missed essay. Students will receive zero points for missing to submit an essay by the due date.

College of Business and Entrepreneurship Learning Goals

MBA Learning Goals	This course contributes to the following College of Business and Entrepreneurship learning goals:	Assessments
Demonstrate collaborative and leadership skills as related to a global business environment.	Yes	Case studies, Discussion boards, and Essays

MBA Learning Goals	This course contributes to the following College of Business and Entrepreneurship learning goals:	Assessments
Show effective writing and oral skills at a level appropriate for business executives.	Yes	Case studies, Discussion boards, and Essays
Aware of and classify ethical issues and behaviors.	Yes	Case studies, Discussion boards, Quizzes, Homework, and Essays
Apply analytical techniques and quantitative analysis for effective decision making in various functional areas.	Yes	Case studies, Excel projects, Discussion boards, Quizzes, Homework, and Essays

Textbook, Technology, and/or Resources Material

Textbook:

- **Required:** Jeffrey M. Perloff and James A. Brander. 2020. *Managerial Economics and Strategy* (3rd ed.). Pearson. ISBN-13: 9780134899671. I label the textbook **P&B**.
- We will use an online homework software called “MyLab Economics”, created and sold by Pearson. **Please see the last page of this syllabus for the instructions regarding Registration for MyLab Economics.** Your registration gives you access to the eText version of textbook and MyLab. All homework, quizzes, and excel project are handled through MyLab Economics. The remaining activities (case studies, discussions, and essays) will be submitted through Blackboard Learn, our official course website.
- **Note:** given that I do not have access to previous editions of the textbook, I strongly recommend that you get the 3rd edition.
- For your personal experience, you might want to get a look at the text: Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mike Shor. 2020. *Managerial Economics: A Problem-Solving Approach* (5th ed.). Cengage Learning. **This text is optional.** It is more intuitive and less mathematical.

Course Technology

- On Blackboard Learn, review the information covered under Course Technology, either by clicking on the title above or the link on the left-hand menu. This will show you the technical requirements, expectations, Blackboard Orientation, accessibility, and privacy statement links and how to contact Blackboard Support.
- **Note:** The learning materials in this course include prerecorded Panopto micro-lectures, videos, and audios. I will also be available for Zoom live office hours. For that reason, hardware such as speakers, a Webcam, a microphone, a headset, or any

additional plugins that enhance the capabilities of your electronic device (laptop, desktop, Ipad, ChromeBook, etcetera) might be useful.

Grading Policy

Grading Structure

Assessments	Points
Questionnaires (2 total)	10
Quiz or Homework (10 total)	116
Excel Projects (05 total)	50 (Extra Credit)
Case Studies (06 total)	60
Discussions (07 total)	70
Essay (2 total)	50
Total	356-50 = 306

Disclaimer: I will decide how to weigh the extra credits from Excel Projects towards your final grade at the end of the semester. In any case, the same criterion will be the same for all students.

Grading System

Once you divide the points you obtained by 306 and then multiplied by 100, the cutoffs for the A-F grading system are given by:

Percentage range	Grade
90.00 – 100.00	A
80.00 – 89.99	B
70.00 – 79.99	C
60.00 – 69.99	D
Less than 60	F

General Traits of Effective Participation in an Online Course

- ✓ **Clarity:** You must take care to express full thoughts to avoid misunderstandings; don't assume. Include keywords or a reference.
- ✓ **Economy:** Contributions must be succinct. Is every sentence worth reading? Brevity is appreciated in an online environment. Rather than asking "...is it long enough?" ask, "...is it clear, organized, and does it convey the message?"
- ✓ **Thoroughness:** Your contribution must fulfill the requirements of the assignment and show complete thoughts.
- ✓ **Usefulness:** Your contribution should be illustrative or aid understanding of the topic.
- ✓ **Creativity:** Bring in outside resources, articles, and knowledge to add dimension to the topic; enliven discussion with new perspectives.
- ✓ **Application:** apply the concepts from the reading to discuss the questions.

- ✓ **Enthusiasm:** If you are in class, I assume that you are interested in the topic. Show it! Have fun with the discussion and keep it lively: share an example, describe a related situation and its implications, start a debate. Ask questions, pose what-ifs, articulate positions, offer ideas or resources, expand on the ideas of others, be accommodating to critique.

Blackboard Support

If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology](#) (COLTT).

Campus	Location	Phone
Brownsville	Casa Bella (BCASA) 613	956-882-6792
Edinburg	Education Complex (EEDUC) 2.202	956-665-5327

Toll Free: 1-866-654-4555

Office Hours: Monday - Friday, 7:30 a.m. - 6:00 p.m.

Support Tickets: Submit a Support Case via our [Ask COLTT Portal](#)

24/7 Blackboard Support

Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.

ATTENDANCE

Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences. UTRGV's attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; have been provided such an accommodation by Student Accessibility Services (SAS); for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Makeup Work

Students must have a valid [University excuse](#) in order to take a make-up assessment. You need to schedule your make-up assessment at the time you first know that you will not be taking the assessment. Otherwise, the student will receive zero points if he or she misses the assessment.

Computer and Digital Literacy Skills

Computer Skills

To be successful in this course, you are expected to be proficient with the following:

- Using Blackboard
- Using and sending an email with attachments
- Creating and submitting files in commonly used word processing program formats
- Copying and pasting

- Downloading and installing software

If you are not familiar with Blackboard, please visit the Blackboard Orientation course.

Digital Literacy Skills

Digital literacy involves your ability to find and consume, create, and communicate using digital content in a responsible and informed way. In this course you are expected to:

- Use the [UTRGV library database](#) and online search tools (i.e., [Google Scholar](#)) for academic purposes
 - [Library Database Video Tutorial](#)
 - [Google Scholar Video Tutorial](#)
- Properly cite sources in APA Format
 - Purdue [OWL Citation Guides](#) (APA, MLA, Chicago)
 - [APA Citation Video Tutorial](#)
- Properly paraphrase work
 - To Paraphrase means formulating someone else's ideas in your own words. To paraphrase a source, you have to rewrite a passage without changing the meaning of the original text and cite the source you used.
- Know what plagiarism is and avoid plagiarism.
 - Plagiarism means to steal and pass off someone else's ideas or words as your own.
 - It also means using another's work without crediting them as your source.
 - Trying to present someone else's ideas/work as your original work

Netiquette Guidelines

Netiquette is internet etiquette or a set of expectations that describe appropriate behaviors when interacting online. It is essential to understand that you will be held to the exact same standards of students taking a face-to-face course. In fact, for 100% online courses, your online classroom behavior may be the only interaction you have with your faculty and classmates, therefore making your netiquette even more critical. Remember, you only get to make a first impression once, irrespective of the course delivery method.

Be courteous.

You only get one chance for an online first impression. Make it count. Do not say or do anything in an online classroom that you would not do in a face-to-face class. This includes not "YELLING" (typing in all caps), not "flaming" (attacking someone, such as insults and name-calling), or not dominating the Discussion.

Be a good classmate.

Remember your role as a student. Always follow your instructor's directions. Be authentic and collaborative with fellow students. Be aware of cyberbullying and make every attempt to eliminate it. Appreciate the diversity and different communication styles of your peers. Remember, since this class is online, you may have classmates from all over the world.

Be professional.

Proofread your writing for spelling, grammar, and punctuation to prevent miscommunication. Avoid slang, sarcasm, or emotionally charged writing, as tone can be challenging to translate online. Profanity and offensive language will not be tolerated. Do not use abbreviations (2moro,

2T, B@U) or emoticons in your online class unless your professor approves and supports such writing styles.

When sending an email:

When using and sending an email, please keep the following in mind:

- Use your UTRGV email (this helps instructor identify who you are)
- In the subject line include the Course Number you are enrolled in + Short Summary (Ex. ECON-6350-02V- Quiz Ch. 1)

ACADEMIC INTEGRITY

Members of the UTRGV community uphold the [Vaquero Honor Code](#)'s shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). All violations of Academic Integrity will be reported to Student Rights and Responsibilities through [Vaqueros Report It](#).

UTRGV Policy Statements

Mandatory Course Evaluation

Students are required to complete an ONLINE evaluation of this course, accessed through your [UTRGV account](#). You will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available from **November – December 2021**.

Students with Disabilities

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information. In order for accommodation requests to be considered for approval, the student must apply using the *mySAS* portal located at www.utrgv.edu/mySAS and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

Pregnancy, Pregnancy-related, and Parenting Accommodations

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to apply to Student Accessibility Services using the following link: [Pregnancy Accommodations Request Form https://www.utrgv.edu/pregnancy](https://www.utrgv.edu/pregnancy).

Student Accessibility Services:

Brownsville Campus: Student Accessibility Services is located in 1.107 in the Music and Learning Center building (BMSLC) and can be contacted by phone at (956) 882-7374 or via email at ability@utrgv.edu.

Edinburg Campus: Student Accessibility Services is located in 108 University Center (EUCTR) and can be contacted by phone at (956) 665-7005 or via email at ability@utrgv.edu.

Sexual Misconduct and Mandatory Reporting

In accordance with UT System regulations, your instructor is a "Responsible Employee" for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student's time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

Course Drops

According to UTRGV policy, students may drop any class without penalty, earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the course should be aware of the "3-peat rule" and the "6-drop" rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

Student Services

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor's office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	Brownsville Campus	Edinburg Campus
Advising Center	BMAIN 1.400	ESWKH 101A

AcademicAdvising@utrgv.edu	(956) 665-7120	(956) 665-7120
Career Center CareerCenter@utrgv.edu	BINAB 1.105 (956) 882-5627	ESSBL 2.101 (956) 665-2243
Counseling Center Counseling@utrgv.edu Counseling and Related Services List	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
Food Pantry FoodPantry@utrgv.edu	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
Learning Center LearningCenter@utrgv.edu	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
Writing Center WC@utrgv.edu	BUBLB 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

Note

- ❖ The UTRGV disability accommodation, mandatory course evaluation statement, and sexual misconduct statement are also accessible through [UTRGV Institutional Policies](#).
- ❖ The UTRGV student resources, including technical, academic, and student support services, are also accessible through [UTRGV Academic Support Services](#).

Disclaimer

The schedule set on this syllabus is tentative and is subject to (minor) changes.

Calendar of Activities

Please see the detailed class schedule posted on Blackboard Learn. The tentative summary of the class schedule is:

Dates	Module or Topic	Activities and Deliverables	Due Dates (US Central Time)
Aug. 25 Aug. 25 (Available on Aug. 23)	Module 1 Chapter 0: Knowing each other	Supply and Demand <ul style="list-style-type: none"> Review the Syllabus Complete the Self-Assessment questionnaire Introduce Yourself 	Sep. 1 Aug. 25, @11:59 PM
Aug. 25 – Aug. 29	Chapter 1: Introduction	<ul style="list-style-type: none"> Watch the “Welcome Video” Watch the “How to Navigate the Course Video” Watch prerecording microlectures Read Chapter 1 in P&B Complete Quiz – Ch.1 Complete Case Study 1 (Group) 	Aug. 29, @ 11:59 PM
Aug. 25 – Aug. 29	Chapter 2:	<ul style="list-style-type: none"> Read Chapter 2 in P&B Watch prerecording microlectures 	Aug. 29, @ 11:59 PM

	Supply and Demand	<ul style="list-style-type: none"> Watch videos on Demand and Supply Complete Quiz – Ch. 2 Complete Excel project 1 (Extra Credit) 	
Aug.30 - Sep. 1	Chapter 3: Empirical Methods for Demand Analysis	<ul style="list-style-type: none"> Read Chapter 3 in P&B Watch prerecording microlectures Complete Quiz – Ch. 3 Submit Case Study 2 Module 1 Closure: Zoom-Sharing Discussion 	Sept 1, @ 11:59 PM
Sept. 2	Module 2	Pricing, Costs, and Profits in Competitive Markets	Sept. 12
Sept. 2 – Sept. 5	Chapter 5: Production	<ul style="list-style-type: none"> Read Chapter 5 in P&B Watch prerecording microlectures Complete Quiz – Ch. 5 Complete Excel project 2 (Extra Credit) 	Sept. 5 @ 11:59 PM
Sept. 2 – Sept. 5	Chapter 6: Costs	<ul style="list-style-type: none"> Read Chapter 6 in P&B Watch prerecording microlectures Complete Homework – Ch. 6 Complete Excel project 3 (Extra Credit) Contribute to Discussion 2 	Sept 5 @ 11:59 PM
Sept. 6 – Sept. 12	Chapter 7: Firm Organization and Market Structure	<ul style="list-style-type: none"> Read Chapter 7 in P&B Watch prerecording microlectures Complete Homework Ch. 7 Complete Case Study 3 Contribute to Discussion 3 	Sept. 12 @ 11:59 PM
Sept. 6 – Sept. 12	Chapter 8: Competitive Firms and Markets	<ul style="list-style-type: none"> Read Chapter 8 in P&B Watch prerecording microlectures Complete Homework Ch. 8 Complete Excel project 4 (Extra Credit) Contribute to Discussion 4 Module 2 Closure: Zoom-Sharing Discussion 	Sept. 12 @ 11:59 PM
Sept. 13	Module 3	Pricing For Greater Profits	Sept. 26
Sept. 13 – Sept. 19	Chapter 9: Monopoly	<ul style="list-style-type: none"> Read Chapter 9 in P&B Watch prerecording microlectures Complete Homework Ch. 9 Complete Excel project 5 (Extra Credit) Contribute to Discussion 5 	Sept. 19 @ 11:59 PM
Sept. 13 – Sept. 19	Chapter 10: Pricing with Market Power	<ul style="list-style-type: none"> Read Chapter 10 in P&B Watch prerecording microlectures Complete Homework Ch. 10 Submit Case Study 4 	Sept. 19 @ 11: 59 PM
Sept. 20 – Sept. 26	Chapter 11: Oligopoly and Monopolistic Competition	<ul style="list-style-type: none"> Read Chapter 11 in P&B Watch prerecording microlectures Complete Homework 11 Submit Essay 1 	Sept. 26 @ 11:59 PM

		<ul style="list-style-type: none"> Module 3 Closure: Zoom-Sharing Discussion 	
Sept. 27	Module 4	Uncertainty	Oct. 13
Sept. 27 – Oct. 3	Chapter 14: Decision Making Under Uncertainty	<ul style="list-style-type: none"> Read Chapter 14 in P&B Watch prerecording microlectures Submit Case Study 5 Complete Discussion 6 	Oct. 3 @ 11:59
Sept. 27 – Oct. 3	Chapter 15: Asymmetric Information	<ul style="list-style-type: none"> Read Chapter 15 in P&B Watch prerecording microlectures Submit Case Study 6 Complete Discussion Froum 7 	Oct. 3 @ 11:59
Oct. 4 – Oct. 13	Use Managerial Economics For a Good Cause	<ul style="list-style-type: none"> Submit Essay 2 Complete the exit questionnaire on your personal goals 	Oct. 13 @ 11:59

Important University Dates

August 25 (Wed.)	First day of classes.
August 25 (Wed.)	Last day to add a class or register for Fall 2021 Module 1
October 5 (Tue.)	Last day to drop a class (grade of DR) or withdraw (grade of W)
October 12 (Tue.)	Class Ends.
October 12 (Wed.)	Final Exams (Termd Ends).
October 15 (Fri.)	Grades Processing.

DEAN OF STUDENTS RESOURCES:

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office facilitates student academic related requests for religious accommodations, support students formerly in foster care, helps to advocate on behalf of students and inform them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

[Vaqueros Report It](#) allows students, staff and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies.

The Dean of Students can be reached by emailing dos@utrgv.edu, by logging into [Virtual Office hours](#) in which a representative is available Monday-Friday 9:00-11:00 a.m. and 1:00-4:00 p.m, or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323). Phone: 956-665-2260.

Pearson - MyLab – Economics - Student Registration Instructions for Blackboard

First, enter your Blackboard course

1. Sign in to Blackboard and enter your Blackboard course.

2. Do one of the following:

- Select any Pearson link in the Content area.
- Select **Tools** in the left navigation and **Pearson's MyLab & Mastering** on the Tools page. Next, select any course link in the top area of the Pearson's MyLab & Mastering Tools page.

Next, get access to your Pearson course content

1. Enter your Pearson account **username** and **password** to **Link Accounts**. You have an account if you have ever used a MyLab or Mastering product. If you don't have a Pearson account, select **Create** and follow the instructions.
2. Select an access option:
 - Enter the access code that came with your textbook or that you purchased separately from the bookstore.
 - If available for your course,
 - Buy access using a credit card or PayPal.
 - Get temporary access.

If you're taking another semester of a course, you skip this step.

3. From the You're Done page, select **Go to My Courses**.

Note: We recommend you always enter your MyLab Economics course through Blackboard.

Get your computer ready

For the best experience, check the system requirements for your product at <https://www.pearsonmylabandmastering.com/system-requirements/>

Need help?

For help with MyLab Economics for Blackboard, go to https://help.pearsoncmg.com/integration/cg/blackboard/student/en/content/get_started.htm