ECO 20 - Principles of Microeconomics - Dr. Harger  
Spring 2017  
CRN 11094 (3 Credits)  
M- 7:30 PM – 10:15 PM  
Lutgert Hall, 1201  
Department of Economics and Finance  
Lutgert College of Business

Professor Information

Dr. Harger, Assistant Professor of Economics  
Office Hours: MW 1:30 PM to 4:30 PM  
Office Location: Lutgert Hall 3352  
Email: Send via Canvas message  
Phone: (239) 590-7345  
Skype: dr.harger

Required Materials

Textbook with MyEconLab  
*Can purchase through bookstore or other vendor. Fifth and fourth editions are acceptable as well. MyEconLab is not required but may be purchased to provide students with optional publisher materials such as powerpoints, etc.

Calculator  
BA 2+, no graphing calculators

Scantron Forms  
3 sheets of “Pearson NCS Test Sheets 100/100, Form No. 95679”

Prerequisites

None

FGCU Catalog Course Description

Individual components of an economic system. Special emphasis is placed on decision-making by individuals and by firms. Market structures of competition and monopoly; supply and demand; international trade and finance. Three credit hours.

FGCU General Education Program Qualification

This course qualifies as a General Education course in the Social Sciences subject area. The economic way of thinking relies heavily on the usage of critical thinking skills (the ability to link data, knowledge, and insight to make better decisions). Critical thinking is one of the three General Education competencies. All General Education courses are required to have a plan to assess their students’ performance on at least one of the three competencies. To meet that requirement, there will be several questions on your final exam designed to assess your critical thinking skills. Those questions will be directly related to the economics content covered in your textbook and in class lectures.

Course Objectives and Learning Outcomes

The objective of this course is to enhance your understanding of microeconomic principles. You will be encouraged to utilize microeconomic terms in your daily discussions and other course work. You will discuss and debate real life applications to microeconomic concepts. In addition, this course will enhance your critical thinking and problem solving skills.

<table>
<thead>
<tr>
<th>LCOB Learning Goals (EPCK)</th>
<th>Learning Objective (Measurable Outcomes)</th>
<th>Course Learning Outcomes</th>
<th>Method of Assessment</th>
</tr>
</thead>
</table>
| Be effective problem solvers. | Solve business problems using analytical tools. | 1. Identify the basic economic problem.  
Describe such concepts as scarcity, opportunity cost, and choice.  
2. Examine markets and price determination.  
Explain the determinants of supply and demand; describe and calculate comparative advantage, utility, and elasticity; and discuss price ceilings and floors.  
3. Develop theories of the firm.  
Explain and calculate revenues and costs. Discuss marginal analysis and market structures.  
4. Analyze factor markets.  
Utilize factor markets to examine wages, rents, interest, profits, and income distribution.  
5. Evaluate the role of government in a market economy.  
Discuss the role of government in public goods, maintaining competition, externalities, taxation, and income distribution. | Class assignments and exams |
ECO 2023 is a course that introduces students to “the economic way of thinking.” This course provides a philosophical foundation for the entire business curriculum. It focuses primarily on the decisions of firms and individuals within market environments. The optimization of resources because of scarcity is central to all business enterprise. The skills and knowledge developed in this course inform significant structural components of managerial accounting, finance, marketing and management. Subsequent courses that draw significantly upon these foundational economic concepts include:

<table>
<thead>
<tr>
<th>Business Common Core</th>
<th>FIN 3403 – Business Finance, MAR 3023 – Introduction to Marketing, and GEB 4890 – Business Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>ACG 3103 – Financial reporting &amp; Analysis I, ACG 3113 – Financial reporting &amp; Analysis II, ACG 3341 – Cost Accounting, and ACG 3401 – Accounting Information Systems</td>
</tr>
<tr>
<td>Marketing</td>
<td>MAR 3503 – Consumer Behavior, MAR 3613 – Marketing Research, and MAR 4804 – Marketing Strategy</td>
</tr>
</tbody>
</table>

**Grading**

**Grade Breakdown**

<table>
<thead>
<tr>
<th>Participation and Professional Behavior</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>22.5%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>22.5%</td>
</tr>
<tr>
<td>Final Exam (Cumulative)</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>A</th>
<th>92.50-and up</th>
<th>C</th>
<th>69.50-76.49</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-</td>
<td>89.50-92.49</td>
<td>D+</td>
<td>66.50-69.49</td>
</tr>
<tr>
<td>B+</td>
<td>86.50-89.49</td>
<td>D</td>
<td>62.50-66.49</td>
</tr>
<tr>
<td>B</td>
<td>82.50-86.49</td>
<td>D-</td>
<td>59.50-62.49</td>
</tr>
<tr>
<td>B-</td>
<td>79.50-82.49</td>
<td>F</td>
<td>0.59-59.49</td>
</tr>
<tr>
<td>C+</td>
<td>76.50-79.49</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please be aware that FINAL GRADES FOR THIS COURSE ARE FINAL. No extra credit or additional assignments are available at the end of the course- do NOT ask.

**Assignments**

**A Note on Adaptive Services**

If you plan to use adaptive services in this course, you must provide me with the form and come to my office hours before the end of the second week of classes. Additionally, you must schedule rooms with adaptive services for all exams by the end of the second week of classes.

I also need to know which assignments you plan to use adaptive services with. Given that pop quizzes may occur during class, if you plan to use adaptive services during class, we will need to discuss how to do this without you missing class time.

Please note the use of formula sheets on exams in Principles of Microeconomics and Principles of Macroeconomics in the Department of Economics and Finance will more than likely not be allowed, due to the nature of the material being taught in these classes. This applies to all students, including those utilizing Adaptive Services. Anyone with concerns may contact their instructor.

**Participation**

Throughout the semester, you will receive participation points for completing assignments and quizzes in class. These assignments may be in small groups or you may be asked to complete them individually. The purpose of these assignments is to encourage attendance while also frequently evaluating your comprehension of the material. Additionally, 20% of your final grade will be based on participation and class assignments.

These assignments will be due during class and students arriving late or leaving early will NOT receive credit. There are no make-up participation assignments. In case unforeseen circumstances arise, I will drop the lowest two participation assignments for
all students. This also applies to missing class for a university-approved absence. I do not drop more than two participation assignments, do not ask.

During each class you should expect to solve a several problems. Since this is a night class, each class is equivalent to a week’s worth of material. These problems may be completed in teams or individually, depending on the day. In some cases you will solve and submit the problem that day, in other cases I may let you submit the problem during the next class period.

These problems are designed to help you build a portfolio of practice problems to study throughout the semester and to give you an idea of the calculations and problems required for exams. I suggest keeping these problems marked so you can find them easily to study for exams. For example, some students do these problems on a specific color of paper or keep a folder containing just the problems of the day. Planning ahead will help you when the exam comes!

You should come to class each day prepared to submit the solved problem. This means reading the required material prior to class and attending office hours with questions from that material as well as questions from previous lectures. These are participation assignments and thus to receive credit you must be present for the entire class. This class is difficult for many students, do not put yourself at a disadvantage by not adequately preparing for class each week.

Professional Behavior
I reserve the right to deduct points from your grade for any type of disruptive or disrespectful behavior related to the course. Examples of behaviors that warrant deductions include but are not limited to: texting in class, listening to headphones in class, habitually leaving class early, habitually arriving to class late, refusing to hand in exams when time is up, disrespecting other students and/or the professor.

The first instance of disruptive or disrespectful behavior will be addressed with the student and will result in a deduction of 2 percentage points from the student’s final grade. The second instance of disrespectful behavior will again be addressed and result in a deduction of 4 additional percentage points from the student’s final grade. Additional instances will result in additional deductions and a meeting with the professor and the chair of the department.

Confirmation of Attendance- REQUIRED FOR ALL STUDENTS
All faculty members are required to confirm a student’s attendance for each course by the end of the first week of classes. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid.

In order to fulfill this requirement, please complete the “Canvas Affirmation of Attendance Survey” requirement in Canvas under the quizzes tab. Please do this as soon as possible, but no later than the end of the first week of classes.

Exams
Exams in this course will be primarily multiple choice questions but may contain short answer or graphing questions as well. The final exam is cumulative and covers all material covered in the course. You will need the scantron form listed at the top of the syllabus for each exam. These are available at the FGCU bookstore. Please also bring a pencil, eraser, and a BA2+ calculator (non-graphing) to each exam. I will not have extra scantrons, pencils, etc. during exams.

Exam Policies
- Cell phones, laptops, and other technological devices may not be used as calculators and must be turned off and put away prior to the beginning of the exam.
- If a student is seen with a cell phone out once exams have been distributed, he or she will automatically receive a zero (0) grade on that exam.
- You may not leave and reenter the classroom during an exam (except in the case of an emergency). Please make sure to use the restroom before the exam starts.
- Hats and headphones are not permitted during exams.
- Do not arrive late to an exam. If you enter the classroom after the first student completes the exam and leaves the room, you cannot take the test and will receive a zero.
- No make-up exams will be given for any reason. If you miss an exam for any reason the weight of that exam will be added to your final exam grade.
- You CANNOT miss the final exam.
- If you plan to utilize adaptive services you must bring the forms to my office to be signed by the end of the second week of classes.
Extra Credit
There is no extra credit for this course.

Communication

Email
I will send course announcements and communication to your student email accounts. Make sure you check your student email account regularly to avoid missing these communications. YOU are responsible for reading any emails sent to the class.

When emailing me, you MUST email me through canvas. This means you should not write an email to my university address and should use the messenger in Canvas to email me. Additionally, when emailing me please use appropriate norms for writing an email such as addressing me as Dr. Harger, speaking in a professional tone, etc. This is the fastest way to get a response from me. I will not respond to emails to other accounts.

I will do my best to respond to emails as soon as I see them, and will always return an email within 48 hours of receipt. If you email me and do not receive a response within that time frame, please email me again.

I also have a skype account available for students to chat or video chat me with questions. The account name is “dr.harger”. I usually leave this up while I am working to answer any quick questions that may arise.

Office Hours
The scheduled office hours for this course are Monday and Wednesday from 1:30 PM to 4:30 PM. I am happy to meet outside of those office hours by appointment, however I reserve the right to not meet with students after 4:30 PM. This is due to safety concerns both for the students and myself. If you would like to set up an appointment to meet, please email me to do so.

I will not have office hours on exam days. This policy is in place to encourage you to study in advance of exams and to discourage you from waiting until the last minute to ask questions.

Please note, if you set up an appointment with me and do not show up or cancel within 24 hours, I reserve the right to refuse appointments with you outside of scheduled office hours in the future.

Classroom Behavior and Other Notes

Attendance
Attendance is not required for my course, however it is my responsibility as an instructor to teach the material above and beyond the textbook. That being said, it is highly unlikely that you will pass my course without regularly attending class, taking notes, reading the textbook, AND visiting my office hours with questions. There is a direct correlation between failure to attend class and failure of the class. If you have to miss class it is your responsibility to get any material you missed from your classmates. Under no circumstances will I provide detailed notes, slides, handouts, etc. to a student as a result of their missing class. Additionally, although attendance does not count towards your grade, I may keep track of it for my own records.

Arriving Late and/or Leaving Early
It is unacceptable for students to habitually arrive late or leave early. This behavior is distracting for the class and is disrespectful and unprofessional. I will not tolerate this behavior. Any student who regularly arrives late or leaves early will have points deducted from the professional development component of their grade.

If for any reason you need to leave class early, you must let me know before class starts that day, preferably earlier. Early departures without notification will result in loss of participation points for the day. Repeat offenses will be addressed in the professional behavior portion of your grade.

Electronic Note Taking
You may not use electronic devices in the classroom to take notes. I will explain the rationale behind this in class.

Cellphones and Headphones
The use of cellphones and/or headphones is not permitted during class lectures. These are distracting to other students and myself. Additionally, class lectures may not be recorded by you unless authorized by Adaptive Services.

It is extremely rude and disrespectful to use your cell phone during class. Therefore, if I observe you using a cell phone or other electronic device during class I reserve the right to kick you out of class, take points from your professional development grade, and require a meeting prior to returning to class.
Extra Assistance
If you are struggling with the material, please do not hesitate to come to my office hours or make an appointment with me if you cannot attend my office hours. I cannot help you outside of class if you don’t come see me! 😊

Dropping the Course
Decisions to drop or remain in this class are yours. Be aware of the dates for doing so. The last date to drop this class without academic penalty is Friday March 24th.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Material Covered</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.9</td>
<td>Syllabus, Intro, Pretest, Ch. 1, Ch. 2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1.16</td>
<td>MLK Day- No Classes</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1.23</td>
<td>Chapter 10 + law of demand def.</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>4</td>
<td>1.30</td>
<td>Chapter 3</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>5</td>
<td>2.6</td>
<td>Chapter 4, Exam Review</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>6</td>
<td>2.13</td>
<td></td>
<td>Exam 1</td>
</tr>
<tr>
<td>7</td>
<td>2.20</td>
<td>Chapter 5</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>8</td>
<td>2.27</td>
<td>Chapter 6</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>9</td>
<td>3.6</td>
<td></td>
<td>Spring Break- No Classes</td>
</tr>
<tr>
<td>10</td>
<td>3.13</td>
<td>Chapter 11</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>11</td>
<td>3.20</td>
<td>Chapter 12, Exam Review</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>12</td>
<td>3.27</td>
<td></td>
<td>Exam 2</td>
</tr>
<tr>
<td>13</td>
<td>4.3</td>
<td>Chapter 13</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>14</td>
<td>4.10</td>
<td>Chapter 14</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>15</td>
<td>4.17</td>
<td>Chapter 15</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>16</td>
<td>4.24</td>
<td>Chapter 16</td>
<td>Quiz on previous material</td>
</tr>
<tr>
<td>FINALS</td>
<td>5.1</td>
<td>Final Exam</td>
<td>5:45 – 8:00 PM Monday May 1st, LH 1201</td>
</tr>
</tbody>
</table>

Please Note – The instructor reserves the right to change this syllabus as time and circumstances dictate. Necessary changes will be announced in class and a copy of the revised syllabus will be sent to you via canvas.
Grades of Incomplete: A grade of incomplete may be given out in case of unforeseen emergencies, according to my discretion and in accordance with FGCU guidelines. Poor performance during the semester is not a valid reason for an incomplete. The following is from the FGCU Academic Catalog:

A student who is passing a course but who has not completed all of the required coursework by the end of the term may, with the permission of the instructor, be assigned a grade of I. A grade of I is not computed in a student’s GPA.

An incomplete (I) grade cannot be assigned to a course if the student fails to attend the course, drops the course after the drop/add period, or withdraws from the university. A student, who registers for a course but fails to meet the course requirements, without officially dropping the course, will receive a grade of F in the course.

To initiate consideration for a grade of I, a student must contact the instructor before grades are reported. The decision to award a grade of I is solely the decision of the instructor. Should a professor decide to assign the grade, both the student and the professor must complete and retain a copy of an Incomplete Grade Agreement Form. The maximum amount of time to complete coursework to remove a grade of I is one year from the ending date of the semester for which the grade was assigned or graduation whichever comes first; however, instructors may restrict the amount of time given to the student to complete the coursework. After one year, a grade of I will be changed to an F if the instructor has reported no grade. A student may not re-register for a course in which he or she currently has an incomplete (I) grade. Once an incomplete (I) grade has converted to a failing grade (F), the grade may not be converted back to an incomplete (I) grade or to a regular grade. Exceptions due to university error may be approved by the college Dean (or his/her designee) with supporting justification attached to a change of grade form.

Students approved for reinstatement by the Reinstatement Appeal Committee after the deadline expires are not eligible for the grade assignment of incomplete (I).

Academic Behavior Standards and Academic Dishonesty: All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html.

Disability Accommodations Services: Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays: All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

University Nondiscrimination Statement: Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.
Lecture Capture Technology/FGCU Capture – Classroom Recording
This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s), the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training http://aets.fgcu.edu/fgcucapture.asp