



EAST TENNESSEE STATE
UNIVERSITY

College of Business and Technology

Department of Economics and Finance

Economics 2220
Principles of Microeconomics

This course counts as 3 hours toward your Social Sciences requirement in the ETSU General Education core.

THIS IS AN ONLINE COURSE: You are not required to travel to the Johnson City campus. You are not required to attend any live meetings or conferences. The course is constructed as a structured and guided independent study within ETSU's Desire-2-Learn (D2L) course management system. A description of D2L is provided on pages 4-5 of this syllabus.

Purpose of the Course:

This course will provide an introduction to the principles of microeconomics. In this course we will study economics which concentrates on micro-theoretical concepts such as pricing, consumer choice, business production, and profit decisions.

Learning Objectives:

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

1. Use the marginal cost-benefit model for decision-making.
2. Use the supply-demand model to demonstrate the effect of various events on market price and quantity traded.
3. Understand, measure, and apply the various elasticity concepts.
4. Define, recognize the causes of, and provide potential solutions to the market failures associated with externalities, common resources, and public goods.
5. Use economic models of costs and revenues to make optimal business decisions in various market structures.

Office Hours:

- I check email regularly. **I will respond to emails within 48 hours Monday – Friday.** I don't check email over the weekends so if you email me Friday night, you can expect a response sometime on Monday.
- I will be happy to meet with you via zoom for virtual office hours. Please email me to schedule a time and day.

Textbook and other required materials:

Required: Cengage MindTap access is required for this course.

E-Textbook (included with MindTap purchase): N. Gregory Mankiw (2021). Principles of Microeconomics, 9th Edition

ETSU Online Help:

- To access ETSU's online help system for almost any question, click on: <http://www.etsu.edu/etsu/help.asp>
- To access ETSU's online help for D2L click on: <http://www.etsu.edu/d2l/students.aspx>
- The ETSU syllabus attachment with important information and dates is available at: http://www.etsu.edu/reg/documents/PDF/Syllabus_Attachment.pdf

General Online Course Requirements:

ETSU Online courses require that enrolled students meet the following minimum technical requirements:

- **Have an active Internet connection** - For minimum acceptable performance we recommend at least a 56K modem connection,
- **Have a monitor capable of at least 800x600 resolution**
- **The ETSU system requires** a 5.0 browser (Internet Explorer or Netscape) or better for best performance,
- **Have a valid email account** - all ETSU students are assigned an email account.
- **Skills needed to navigate a course Web site:** Familiarity with computers and an online environment are obvious skills needed to successfully use online course management tools. We recommend you have the following basic skills to be comfortable with navigating your course Web site, *Browsing the Web, Entering URL's, Locating and opening files on your computer, Using drop down lists, and Entering text into Web based forms.*
- See [Student Computer Skills](#) for basic skill information.

Successful completion of online courses requires the student to:

- Be willing to learn how to use the course management system student tools,
- Be self-motivated and self-disciplined,
- Be willing to "speak up" if problems arise,
- Be willing to commit 4 to 15 hours per week per course,
- Be able to meet the minimum requirements of the program,
- Feel that high quality learning can take place without going to a traditional classroom,
- Have access to an environment where uninterrupted online study can occur,
- Realize that online connections sometimes fail, and be tolerant of brief infrequent interruptions to your course site.

Statement of Disability Accommodation:

It is the policy of ETSU to accommodate students with disabilities, pursuant to federal law, state law and the University's commitment to equal educational access. Any student with a disability who needs accommodations, for example arrangement for examinations or seating placement, should inform the instructor at the beginning of the course. Faculty accommodation forms are provided to students through Disability Services in the D.P.Culp center, telephone 439-8346.

Course-Specific Software Requirements:

- **I recommend that you use Chrome as your web browser when accessing MindTap** for this course. If you do not already have Chrome, a free download is available at: <https://www.google.com/chrome/browser/desktop/>

- Students must have software that will read PDF files. Class notes, the course syllabus, and other documents are posted in PDF format. A free PDF reader is available for download at: <http://get.adobe.com/reader/>
- Students must have software that will read Microsoft PowerPoint presentations. PowerPoints are posted to accompany most lessons. A free PowerPoint viewer is available at: <http://www.microsoft.com/downloads/en/details.aspx?FamilyID=cb9bf144-1076-4615-9951-294eeb832823>

Course ground rules:

Students in this course are required to:

1. Learn how to navigate in D2L and MindTap
2. **Check the course D2L site daily** for announcements. It is **your responsibility** to check the D2L site and keep up with posted announcements. I also recommend printing the student course calendar that is found under the ‘Course Documents’ module of D2L which has all homework and exam due dates.
3. **Check the course MindTap site daily** for upcoming assignment and exam deadlines. It is **your responsibility** to check the MindTap site and keep up with upcoming deadlines. All assignments and exams will have deadlines that will appear on the MindTap calendar for our course. These deadlines will not be found in the D2L course site calendar.
4. Inform the professor immediately by email if there is any problem with the D2L or MindTap course site.
5. **Submit all homework assignments and exams by the listed due date and time. I will not reopen assignments for missed due dates.**
6. **Neither offer help to anyone nor accept help from anyone on an online exam.**
7. Since I teach several classes with many students I will not respond to emails that do not have the following:
 - a) Sent from your university email address as opposed to a personal email address.
 - b) Include your name (not just your username) in the email.
 - c) Include the course section (Econ 2220) on the subject line.
 - d) Professional address: Dr. Hayter, Professor Hayter, Jill (“hey you” is not considered professional and does not warrant a response).
 - e) Correct spelling and grammar
8. Remember that without facial expressions some comments may be taken the wrong way. **Be professional in wording your emails.**

Logging onto Desire-2-Learn (D2L):

Any student registered for the class may access the course D2L site (beginning January 19th) by:

1. Logging onto the internet and going to <http://www.etsu.edu/>
2. Click on the “Current Students” tab, which is the third tab at the top of the page.
3. Click on “D2L” which is the first option in the far right column titled “Toolbox”.
4. Login using your ETSU username and password (same as used to access goldmail).
Click on Econ 2220 in the listing of your current courses.

Alternatively, you may go directly to <http://elearn.etsu.edu> Login using your ETSU username and password, and then click on the Economics 2220 bar.

D2L Tools Used in this Course:

- (1) In the “News” window on the opening page you will find announcements, which may

include any changes or corrections to the course material or schedule. Check the D2L site daily for announcements as I post news items regularly.

- (2) Important course documents are provided under the “**Content**” tab.
- (3) Shortcuts to ETSU and D2L online help as well as links to free downloads of necessary course tools are provided under the **Links** tab.

Graded Assignments:

- (1) **Exams:** are completed and submitted online
 - There are three exams.
 - Each exam has a strictly enforced time limit and due date. Be aware of the time limit and budget your time wisely.
 - **If you miss an exam you will receive a zero for that exam.**
 - Each exam counts as 25% of your overall course grade.
- (2) **MindTap Assignments:** are completed and submitted online using MindTap.
 - Graded MindTap assignments include chapter homework and news analyses. All assignment questions will relate to the chapter material and/or provided news articles.
 - Each homework assignment has a strictly enforced due date.
 - **If you miss a homework assignment you will receive a zero for that homework assignment.**
 - Once submitted your homework assignment is immediately graded and you will be able to view your grade at that time. Please refer to the D2L grade book to view all other grades.
 - **You must SUBMIT your homework assignment by the listed due date in order to receive credit for your work.** Partial credit is not given for any work that has not been submitted.

Grades:

Task	% of Course Grade
MindTap Assignments	25% total
Exams	75% total

Letter grades are assigned according to the following scale:

92 – 100	A	88 – 89.99	B+	78 – 79.99	C+	68 – 69.99	D+
90 – 91.99	A-	82 – 87.99	B	72 – 77.99	C	60 – 67.99	D
		80 – 81.99	B-	70 – 71.99	C-	below 60	F

Notes:

- **Once letter grades have been assigned on D2L and GoldLink, it is your responsibility to check your grade and verify its accuracy.** Please email me immediately if there is a problem with the calculation or reporting of your final grade.
- **Once letter grades have been assigned on D2L and GoldLink, they are not subject to negotiation or “discussion”.** Once letter grades have been assigned, the course is officially ended. A student may file a formal grade appeal with the university if they

believe their grade has been calculated unfairly.

- **A grade of “incomplete” (I) is given only in situations in which a student is unable to complete the coursework due to severe illness or other unusual circumstances.**

A student will not be given an incomplete to avoid a poor grade.

How should I study for an exam?

1. Review the chapter readings and watch the video lectures on D2L.
2. Review the chapter homework assignments.
3. Email me with any questions you still have or schedule a virtual office hour appointment
4. Work through the “Prepare for the Test” chapter module within MindTap.

Anything else I should know before taking an online exam?

1. Do not begin the exam until you are sure you will have enough uninterrupted time to complete the test.
2. Be aware of the time limit. Budget your time. Do not waste time on a single question; skip a question that is bothering you and come back to it after finishing the rest of the exam. You will not have time to search for every answer in the notes and textbook. If you run out of time, then any unanswered questions will be counted wrong.
3. You cannot re-enter an exam once you have submitted your work or exited.
4. Be sure you have answered ALL the questions before submitting your exam.

All of these are just suggestions. You should develop your own strategy for success.

Course Outline and Calendar:

- Notes: (1) The listed dates are the **absolute deadlines** for completing MindTap assignments or exams. You are welcome (and encouraged) to complete assignments or exams prior to the deadline.
- (2) All assignments are due by 11:59 p.m. on the listed date.
- (3) This outline represents a basic course plan that is subject to change. You are responsible for any changes posted on D2L or notified via email.

MindTap Assignments: Getting Started: Key Tools for Learning Success due Thursday, January 21st

Unit 1

Chapter 1: Ten Principles of Economics

Learning Objectives: objective #1

Assignments: Chapter 1 MindTap Assignments due Thursday, January 28th

Chapter 2: Thinking like an Economist

Learning Objectives: objective #1

Assignments: Chapter 2 MindTap Assignments due Thursday, February 4th

Chapter 4: The Market Forces of Supply and Demand

Learning Objectives: objective #2

Assignments: Chapter 4 MindTap Assignments due Thursday, February 11th

Chapter 5: Elasticity and Its Application

Learning Objectives: objective #3

Assignments: Chapter 5 MindTap Assignments due Tuesday, February 16th

Exam 1: DUE Wednesday, February 17th

Unit 2

Chapter 6: Supply, Demand, and Government Policies

Learning Objectives: objective #4

Assignments: Chapter 6 MindTap Assignments due Thursday, February 25th

Chapter 7: Consumers, Producers, and the Efficiency of Markets

Learning Objectives: objective #4

Assignments: Chapter 7 MindTap Assignments due Thursday, March 4th

Chapter 8: Application: The Costs of Taxation

Learning Objectives: objective #3 and objective #4

Assignments: Chapter 8 MindTap Assignments due Thursday, March 11th

Chapter 10: Externalities

Learning Objectives: objective #4

Assignments: Chapter 10 MindTap Assignments due Thursday, March 18th

Chapter 11: Public Goods and Common Resources

Learning Objectives: objective #4

Assignments: Chapter 11 MindTap Assignments due Thursday, March 25th

Exam 2: DUE Friday, March 26th

Unit 3

Chapter 13: The Costs of Production

Learning Objectives: objective #5

Assignments: Chapter 13 MindTap Assignments due Thursday, April 1st

Chapter 14: Firms in Competitive Markets

Learning Objectives: objective #5

Assignments: Chapter 14 MindTap Assignments due Thursday, April 8th

Chapter 15: Monopoly

Learning Objectives: objective #5

Assignments: Chapter 15 MindTap Assignments due Thursday, April 15th

Chapter 16: Monopolistic Competition

Learning Objectives: objective #5

Assignments: Chapter 16 MindTap Assignments due Thursday, April 22nd

Chapter 17: Oligopoly

Learning Objectives: objective #5

Assignments: Chapter 17 MindTap Assignments due Thursday, April 29th

Exam 3: DUE Friday, April 30th