1. Course Information

Course Title: Fundamentals of Microeconomics
Course number: MBA 5X05
Course Section: SCA (#2448)
Credit. Hours: 1.5
Semester: Spring 2015
Prerequisites: None
Room #: Strake 202
Days & hours: Sat 1:00 PM – 4:45 PM
Web page/BlackBoard site: https://blackboard.stthom.edu/

2. Instructor Information

Instructor: Dr. J. Ulyses Balderas
Office location: Tiller 201
Phone: 713-525-3533
Fax number: 713-525-3872
Office hours: T/Th: 3:30 PM to 4:30 PM; S: 12:10 PM to 1:00 PM
E-mail: balderj@stthom.edu

3. Course catalog description

This course provides an introduction to microeconomic concepts and principles. Special attention is given to consumer and firm behavior, supply and demand analysis, decision-making by business firms in competitive and monopolistic markets and factors affecting operational efficiency of business firms. Course should only be taken if required as proficiency by Cameron School of Business. Prerequisites: None.

4. MBA Learning Goals

The Master of Business Administration has six goals. When students complete the MBA at the University of St. Thomas:

1. They will be able to effectively lead and participate in a team project.
   - Objective 1: Students can demonstrate appropriate group techniques to participate in a team task that results in effective performance.
   - Objective 2: Students can demonstrate effective leadership skills in a group project.
2. They will integrate multi-disciplinary perspectives in synthesizing and analyzing information to make sound business decisions.
   - Objective 1: Students can analyze ineffective business practices that result from poorly integrated business processes.
   - Objective 2: Students can formulate sound proposals for improving integrated business processes.

3. They will recognize current trends in the global business environment and identify opportunities for competition and collaboration.
   - Objective 1: Students can identify current trends in the global business environment.
   - Objective 2: Students can formulate how these trends can generate competitive advantage.

4. They will be able to articulate ethical behavior and standards, cite relevant moral theory, and provide suggestions for dealing with ethical issues.
   - Objective 1: Graduates can recognize the ethical issues in a business situation.
   - Objective 2: Graduates can cite relevant ethical and moral theory in a business situation.
   - Objective 3: Graduates can apply relevant Ethical and Moral theory to provide creative suggestions to address the issue in a business situation.

5. They will be able to communicate effectively.
   - Objective 1: When students complete the MBA, they can deliver a professional presentation.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.

6. Graduates will demonstrate understanding of perspectives and the context of business.
   - Objective 1: When students complete the MBA, they can demonstrate management specific skills and competencies.

The first five goals, related to general knowledge, are assessed using course embedded method. Goal 6, which is management specific, will be assessed employing ETS Major Fields.

5. Course Learning Objectives

1. Students can identify current trends in the global business environment. (Addresses goal 3)
2. Students can formulate sound proposals for improving integrated business processes. (Addresses goal 5)
3. When students complete the MBA, they can deliver a professional presentation. (Addresses goals 1 and 5)
4. When students complete the MBA, they can understand different perspectives and demonstrate skills in managing specific inter-cultural differences related to business issues. (Addresses goal 6)

5. Using the tools and concepts used in the course to understand economic and financial news published in the press. (Addresses goal 6)

6. Texts, Readings, Materials

Required text (available as an electronic copy through APLIA):

*Principles of Economics* by N. Gregory Mankiw, Seventh Edition. Publishers: Cengage Learning. This text is to be used as a complement and not as a substitute to my lecture. It provides you with the basics while my lectures are more in depth

Suggestions for further study (suggested readings, bibliography)
Financial publications like *The Economist, Business Week* and the *Financial Times.*

Assignments
Homework will be posted online and will be graded automatically through APLIA.

REGISTRATION
I. Connect to [http://login.cengagebrain.com/course/FCTU-GSDC-6RNY](http://login.cengagebrain.com/course/FCTU-GSDC-6RNY)
II. Follow the prompts to register for your Aplia course.

PAYMENT
After registering for your course, you will need to pay for access using one of the options below:

a) **Online**: You can pay online using a credit or debit card, or PayPal.

b) **Bookstore**: You may be able to purchase access to Aplia at your bookstore. Check with the bookstore to find out what they offer for your course.

c) **Free Trial**: You can access Aplia until 11:59 PM on 02/07/2015 during your free trial. After the free trial ends you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access. If you already registered an access code or bought Aplia online, the course key to register for this course is: **FCTU-GSDC-6RNY.**
7. **Instructional methods:**

Lectures by instructor  
Online End-of-chapter problem solving  
Class discussion

8. **Technology:**

All course handouts will be archived on Blackboard. Aplia will be used for online assignments.

9. **Course Tentative Schedule:**

<table>
<thead>
<tr>
<th>Course Calendar/Schedule</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Assignments of topics, exams</td>
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<tr>
<td>Chapter 1: The Principles of Economics</td>
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<td>Chapter 2: Thinking Like an Economist</td>
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<td>Chapter 3: Interdependence and the Gains from Trade</td>
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<td>Chapter 4: The Market Forces of Supply and Demand</td>
<td>1/24</td>
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<tr>
<td>Chapter 5: Elasticity and Its Applications</td>
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<tr>
<td>Chapter 6: Supply, Demand, and Government Policies</td>
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<tr>
<td>Chapter 7: Consumers, Producers, and the Efficiency of Markets</td>
<td>1/31</td>
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<tr>
<td><strong>EXAM 1</strong></td>
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<td>Chapter 8: Application: The Costs of Taxation</td>
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<td>Chapter 9: Application: International Trade</td>
<td>2/7</td>
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<tr>
<td>Chapter 13: The Costs of Production</td>
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<tr>
<td><strong>EXAM 2</strong></td>
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<td>Chapter 14: Firms in Competitive Markets</td>
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<td>Chapter 15: Monopoly</td>
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<td>Chapter 16/17: Monopolistic Competition and Oligopoly</td>
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<tr>
<td><strong>EXAM 3</strong></td>
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<tr>
<td>FINAL EXAM</td>
<td>2/21</td>
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<td>1:00-3:30pm</td>
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*The above schedule and procedures in this course are subject to change in the event of circumstances beyond the instructor's control.*
10. Course Policies:

ATTENDANCE AND PARTICIPATION POLICY - The teaching methods employed in this class depend entirely on the full cooperation and enthusiastic participation of all class members. You are expected to attend every class period and to fully participate in every class. You are expected to read the assigned chapters in the textbook, work the assigned practice questions, and print out and read the articles when assigned before coming to class so that we may have informed discussions and productive work in class.

SUBMISSION OF ASSIGNMENTS – Assignment due dates are set online. After the deadline you will not have access to the assignment. Late submissions will not be allowed.

POLICY ON CELL PHONES AND OTHER ELECTRONIC DEVICES – Out of consideration for other members of the class, all electronic devices, including cell phones, pagers, iPods, laptops, PAN’s [such as Bluetooth], PDA’s [Blackberries, etc.] will be turned off immediately before and during class. No cell-phone conversations, text messaging, web-surfing, or checking of voice-mail or e-mail will be done immediately before or during class. The only devices allowed for use in class is a hand calculator. Cell phones may not be used as calculators.

11. Student Grading Processes:

<table>
<thead>
<tr>
<th>Grading Weights:</th>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>3 Exams</td>
<td>A 93-100%</td>
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<tr>
<td>Final Exam</td>
<td>A- 90-92%</td>
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<tr>
<td>Online Assignments</td>
<td>B+ 87-89%</td>
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<td>B  83-86%</td>
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<td>B- 80-82%</td>
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<td>C+ 77-79%</td>
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<td>C  73-76%</td>
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<td>C- 70-72%</td>
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<td>F  Below 70%</td>
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12. Available Support Services:

The University has a full complement of support services available to you. They include the IT Help Desk, which is at 713-525-6900 or ITHelpDesk@stthom.edu. The Reference Librarians at Doherty Library personnel are available assist you in accessing online databases available to UST students. You should also visit them to get tips to help you in preparing the Team Project and Term Paper. In the basement of the Doherty Library, (B116) there is a Writing and Learning Center Lab where you can receive assistance in improving your writing skills.
13. MISSION STATEMENT of the Cameron School of Business

We are the University of St. Thomas, the Catholic university in the heart of Houston. We are committed to the Catholic intellectual tradition and the dialogue between faith and reason. By pursuing excellence in teaching, scholarship, and service, we embody and instill in our students the core values of our founders, the Basilian Fathers: goodness, discipline, and knowledge.

We foster engagement in a diverse, collaborative community. As a comprehensive university grounded in the liberal arts, we educate students to think critically, communicate effectively, succeed professionally, and lead ethically.

14. EXPECTATIONS OF ACADEMIC INTEGRITY

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

This statement of expectations of academic integrity is intended to provide broad guidance for you in matters related to academic integrity or situations where it is lacking, such as academic dishonesty. Academic dishonesty can take many different forms. While it is neither desirable nor possible to list every possible form of academic dishonesty, academic dishonesty generally falls into five categories, as described below. This statement is designed to serve as a guide for the moral behavior of students and faculty. However, when in doubt about the “rightness” of an action — ask! Ultimately, both students and faculty are responsible for ensuring the academic integrity of the University of St. Thomas. Students who commit acts of dishonesty expose themselves to appropriate sanctions as outlined in official University policies and procedures.

A) **Plagiarism**: the appropriation or imitation of the language, ideas, and thoughts of another author and the representation of them as one’s original work.

B) **Cheating**: copying another student’s work on an examination, quiz, or in-class exercise, knowingly permitting another student to copy one’s paper on an examination, quiz, or in-class exercise, using unauthorized books, notes, or devices while taking an examination, quiz, or in-class exercise, violating any clearly expressed stipulation applied to homework or “take-home” exams, or gaining unauthorized access to test papers before or after an examination. This includes tests and exams administered in previous terms if such access is specifically prohibited by the instructor.
C) Fabrication: falsely reporting work as having been done, or deliberately falsifying results/outcomes.

D) Deception: knowingly making a false statement to any faculty member or academic official of the university in regard to an academic matter, or making a deliberately false statement regarding a violation of the provisions of this statement of academic integrity.

E) Facilitating Dishonesty: knowingly doing work for another person to turn in as his or her own, or permitting one’s work to be used in this manner.

15. Accommodation

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of her or his disability." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debby Jones at 713-525-6953 or Rose Signorello at 713-525-3162.