

**University of North Texas at Dallas**  
**Fall 2024**  
**DISTANCE EDUCATION SYLLABUS**

***ECON 5030 Foundations of Economics for Business; 3 Credit Hours.***

<b>Department of</b>	Business, MBA Program
<b>Instructor Name</b>	Adam Guerrero, Ph.D.
<b>Office Location</b>	Founders Hall
<b>Office Phone</b>	972-338-1384
<b>Email Address</b>	<a href="mailto:Adam.Guerrero@unt.edu">Adam.Guerrero@unt.edu</a>  Email is my preferred medium of communication. I check my emails several times a day. Please use your official UNTD email account when sending me emails. I reply to emails within 24 hours Monday through Friday. Emails received during the weekend may be replied to on the following Monday.  I receive dozens of emails each day; to give your emails priority, please write ECON 5140 in the subject line of your email.
<b>Office Hours</b>	M/W in Founders 328 from 11:00 am-1:00 pm
<b>Virtual Office Hours</b>	T/TH via MS Teams from 11:00 am-1:00 pm
<b>Course Format/Structure</b>	Asynchronous online
<b>Classroom Location</b>	Canvas learning management system
<b>Class Meeting Days &amp; Times</b>	Online
<b>Course Catalog Description</b>	ECON 5030 Foundations of Economics for Business. 3 hours. Provides an understanding of economic concepts and procedures utilized by management in making decisions. This course is a leveling course to meet the economic deficiency requirement for MBA students. May not be taken for credit if ECON 1100 and ECON 1110 or the equivalent has been taken with a grade earned of C or better.
<b>Prerequisites</b>	N/A
<b>Corequisites</b>	N/A
<b>Required Reading</b>	Economics: Private & Public Choice, 17 <sup>th</sup> Edition, 2022, James D. Gwartney, Richard L. Stroup, Russell S. Sobel, and David A. Macpherson. Pearson, ISBN-13: 978-0357133996. Text ONLY, no

	code or MindTap required. Additional material may be provided by the instructor.
<b>Recommended Reading &amp; References</b>	<p>Freakonomics Revised and Expanded Edition, William Morrow Paperbacks, ISBN: 978-0063032378</p> <p>The 2007 original edition of the book is also fine. There is also a one-hour documentary of the book that you may find on YouTube. Here is a link to the documentary on YouTube.com:  <a href="https://www.youtube.com/watch?v=vemthAyrthI">https://www.youtube.com/watch?v=vemthAyrthI</a> (ctrl + click hyperlink above)</p>
<b>Access to Learning Resources</b>	<p><b>UNT Dallas Library:</b>  Phone: (972) 338-1616;  Website URL: <a href="http://www.untDallas.edu/library">http://www.untDallas.edu/library</a></p> <p><b>UNT Dallas Bookstore:</b>  Phone: (972) 780-3652;  Website URL: <a href="http://www.untDallas.edu/bookstore">http://www.untDallas.edu/bookstore</a>  Email: <a href="mailto:untDallas@bkstr.com">untDallas@bkstr.com</a></p>
<b>Canvas Resources</b>	<p><b>Canvas Help for Students:</b></p> <p><b>Browser and Computer Requirements for Canvas:</b>  <a href="https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/tap/66">https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/tap/66</a></p> <p><b>Access Canvas via <a href="http://untDallas.instructure.com">untDallas.instructure.com</a></b></p> <ul style="list-style-type: none"> <li>• <b>Username:</b> your EUID #</li> <li>• <b>Password:</b> your password</li> </ul> <p><b>Canvas 24/7 Phone Support for Students: 1-833-668-8634</b></p> <p><b>Canvas Help Resources:</b></p> <p><b>Web:</b> <a href="#">Canvas Student Guide</a></p> <p><b>Contact Distance Learning &amp; Instructional Technology (DLIT) Email:</b>  <a href="mailto:distancelearning@untDallas.edu">distancelearning@untDallas.edu</a></p>

**Course Overview:** This course provides students with a foundation in microeconomic and macroeconomic principles, theories, and concepts used in business decision-making.

**Learning Objectives/Outcomes:** At the end of this course upon successfully completing it, students should be able to:

1. Apply microeconomic and macroeconomic concepts to problems in society
2. Explain the effects of demand and supply on market prices and profits
3. Examine consumer choices from an economic perspective
4. Compare different levels of competition in the market
5. Assess how the cost structure of a market affects output in the short and long run
6. Examine the role of government in business and economic development
7. Explain fiscal and monetary policies and their implications for the economy
8. Assess the strength of the economy using macroeconomic measurements

**Distance Education Course Outline and Discussion Topics:**

The following table is a tentative schedule of the topics and assignments. This schedule is subject to change by the instructor. Any changes and/or updates to the schedule will be communicated through announcements on the course's webpage on Canvas and through emails. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Schedule	Topic	Module Objectives	Activities/ Due Dates
<a href="#">Week 1</a> October 21 to October 27	Syllabus  Introduction and Course Overview  Fundamentals of Economic Thinking  Tools of the Economist	<ul style="list-style-type: none"> <li>• Explain the economic way of thinking</li> <li>• Discuss pitfalls to avoid in economic thinking</li> <li>• Apply the tools of the economist</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz on Canvas Orientation and Syllabus- Due Wednesday by 11:59 pm</li> <li>• Read chapters 1 and 2 by Sunday</li> <li>• Participate in the Introductions threaded discussion by midnight Sunday</li> <li>• Take the quiz on chapters 1 and 2- Due by midnight Sunday</li> </ul>
<a href="#">Week 2</a> October 28 to November 3	Supply and Demand Analysis and Applications  The Role of Government in Society	<ul style="list-style-type: none"> <li>• Assess the impact of changes in supply and/or demand on price, quantity, and economic well-being</li> <li>• Evaluate the secondary effects of government intervention</li> <li>• Discuss the justifications for government intervention</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapters 3 and 5 by Sunday</li> <li>• Participate in the Discussion 1 on Canvas- Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday</li> <li>• Take the quiz on chapters 3 and 5-Due by midnight Sunday</li> </ul>

<p><b>Week 3</b></p> <p>November 4 to November 10</p>	<p>Gross Domestic Product</p> <p>Economic Fluctuations, Unemployment, and Inflation</p>	<ul style="list-style-type: none"> <li>Assess economic well-being using gross domestic product and other macroeconomic measures</li> <li>Evaluate gross domestic product as a measure of economic well-being</li> <li>Summarize the relationship between the business cycle, unemployment, and inflation</li> </ul>	<ul style="list-style-type: none"> <li>Read chapters 7 and 8 by Sunday</li> <li>Participate in the Discussion 2 on Canvas- Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday</li> <li>Take the quiz on chapters 5 and 6-Due by Sunday</li> </ul>
<p><b>Week 4</b></p> <p>November 11 to November 17</p>	<p><b>Review and Take the Midterm Exam</b></p>	<ul style="list-style-type: none"> <li>Demonstrate your understanding of key concepts outlined in chapters 1-3 and 5, 7, and 8</li> <li>Create groups and explore topics for research paper projects</li> </ul>	<ul style="list-style-type: none"> <li><b>Review all the material covered so far/review your past quizzes/Prepare well for the midterm exam!</b></li> <li><b>Take the midterm exam- Due by midnight Sunday night</b></li> </ul>
<p><b>Week 5</b></p> <p>November 18 to November 24</p>	<p>Basic Macroeconomic Markets</p> <p>Aggregate Demand and Aggregate Supply</p>	<ul style="list-style-type: none"> <li>Analyze economic fluctuations using the aggregate demand and aggregate supply framework</li> <li>Apply supply and demand to the markets for goods, loans, resources, and foreign exchange</li> </ul>	<ul style="list-style-type: none"> <li>Read chapters 9 and 10 by Sunday</li> <li>Participate in the Discussion 3 on Canvas- Initial post due by midnight Wednesday, and responses to peers due by midnight Sunday</li> <li>Take the quiz on chapters 9 and 10-Due by Sunday</li> </ul>

<b>Week 6</b> November 25 to December 1	Consumer Choice and Elasticity  Costs and the Supply of Goods  Perfect Competition	<ul style="list-style-type: none"> <li>Construct market demand using information about individual demand</li> <li>Calculate price elasticity of demand</li> <li>Summarize the factors that affect economic costs in the short run and long run</li> <li>Apply supply and demand to price-taker markets</li> </ul>	<ul style="list-style-type: none"> <li>Read chapters 20, 21, and 22 by Sunday</li> <li>Take the quiz on chapters 19, 20, and 21-Due by Sunday</li> <li>Participate in the Discussion 4 on Canvas- Initial post due by midnight Wednesday, June 19, and responses to peers due by midnight Sunday, June 23</li> </ul>
<b>Week 7</b> December 2 to December 8	Price Searcher Markets with Low Entry Barriers  Price Searcher Markets with High Entry Barriers	<ul style="list-style-type: none"> <li>Apply supply and demand to price searcher markets with low and high entry barriers</li> <li>Evaluate the effects of monopoly power in the marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Read chapters 23 and 24 by Sunday</li> <li>Take the quiz on chapters 23 and 24-Due by Sunday</li> <li>Participate in the Discussion 5 on Canvas- Initial post due by midnight Wednesday, June 26, and responses to peers due by midnight Sunday</li> <li>Submit your Research Paper by midnight Sunday</li> </ul>
<b>Week 8</b> December 9 to December 14	<b>Review and Take the Final Exam</b>  <b>Covers the material after the midterm</b>	<ul style="list-style-type: none"> <li>Demonstrate your understanding of key concepts outlined in chapters 9-10 and 20-24</li> </ul>	<ul style="list-style-type: none"> <li>Take the final exam-Due by Friday at 4:59 pm</li> </ul>

### Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- Exams** – Students will complete two examinations in this course, a midterm exam and a final. Exams are not cumulative. Exams may contain multiple choice, essay, and short answer questions.
- Problem Sets** – Students will complete problem sets each module for which new material is covered. Feedback to quiz questions is provided immediately after you take them. These quizzes are also excellent tools to enhance your learning and prepare for tests.

- **Research Paper** – Students will write an informational research paper on a microeconomic topic of their choice. Please see the full assignment directions and grading rubric posted on Canvas. Use of Artificial Intelligence is strictly prohibited.
- **Discussions:** We will have five graded discussions on Canvas. In addition to discussions, we will have an introductory threaded discussion during week one. Our introductory threaded discussion will not be graded. Directions for threaded discussions are posted on Canvas. Please post your initial response by midnight Wednesday night and responses to peers by midnight Sunday night each week.

#### **Grading Matrix:**

Midterm Exam	20%
Final Exam	20%
Problem Sets	25%
Written Assignment	15%
Discussions	20%
Total	100%

#### **Grade Determination:**

*A = 900 – 1,000 pts; i.e. 90% or better*

*B = 800 – 899.9 pts; i.e. 80 – 89.9%*

*C = 700 – 799.9 pts; i.e. 70 – 79.9 %*

*D = 600 – 699.9 pts; i.e. 60 – 69.9 %*

*F = 599.9 pts or below; i.e. less than 60%*

Need tutoring services or just some help with a particular assignment? For tutoring that empowers students to achieve success, schedule an appointment with the Learning Commons today at <https://www.untDallas.edu/learning/schedule-appointment/>.

### **Course-Specific Policies**

#### **Attendance and Participation Policy:**

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <https://untsystem.policytech.com/dotNet/documents/?docid=1347&public=true>.

#### **Assignment Policy:**

All assignments and quizzes will have clear due dates on Canvas and no late submissions will be allowed. Late submissions will not be graded and receive zero. Correct answers and feedback may be released automatically after the exact due dates and times. It will be unfair to the class to allow a student to submit assignments after the due dates and times when the correct answers and feedback are released. Please develop professional skills to meet deadlines.

#### **Exam Policy:**

Exams should be taken as scheduled. There will be two midterm exams and a final exam. I will cover the material assigned. Exams are not cumulative. Exams may consist of essays, short answers, and multiple-

choice questions. No makeup examinations will be allowed except for documented emergencies (See Policy 7.005 Student Attendance at <https://www.untdallas.edu/hr/upol>).

**Make-up Exam Policy:**

Exams are administered online. If you are unable to take an exam for a legitimate reason, please provide documentation and I may allow you to take the test earlier. If you cannot take the tests at all during the designated week, please let me know. Please also see Grade of Incomplete Procedure.

**Grade of Incomplete:**

If for an extraordinary circumstance a student cannot complete the course, the student may be given a grade of Incomplete if he/she is eligible for a grade of Incomplete. The eligibility is that the student must have completed at least 70% of the course work but cannot complete the work due to extraordinary circumstances. To receive an incomplete in this course, the Grade of Incomplete Form posted on the Registrar forms site must be completed, signed and returned to the Office of the Registrar by the deadline posted in the Academic Calendar.

**University Policies and Procedures****Students with Disabilities (ADA Compliance):**

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letter during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untdallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at [UNTDdisability@untdallas.edu](mailto:UNTDdisability@untdallas.edu) on the first floor of the Student Center.

**Canvas Instructure Accessibility Statement:**

University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at <https://www.canvaslms.com/accessibility>.

**NOTE:** Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

**Academic Integrity:**



Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at <http://dallascatalog.unt.edu>.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Use of Artificial Intelligence in writing discussion posts, papers, or assignments is prohibited. I use plagiarism screening software which also embeds with major AI bots for plagiarism and AI work screening.

Web-based Plagiarism Detection: Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

**Classroom etiquette:**

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student's Rights, Responsibilities, and Conduct will be referred to the Dean of Students as the instructor deems appropriate (UNTD Policy 7.001 found at <https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true>).

**Online Attendance and Participation:**

The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to [UNT Dallas' Registrar](#) for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

**Classroom Disruption:**

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is

directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absent for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNT Policy 7.001 found at <https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true>) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

#### **Course Evaluations:**

Student evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester via your campus email, providing you a chance to comment on how this class is taught. I will not have access to the results of the evaluations until after final grades have posted. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

#### **Bad Weather Policy:**

Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to <http://www.untDallas.edu/police/resources/notifications>.

#### **Inclement Weather and Online Classes:**

Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

**Technology Assistance:**

To successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

Browser and computer requirements for Canvas:

<https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66>