Econ 2120-501: Principles of Microeconomics
Fall 2026 Syllabus

Instructor:

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Office Hours (conducted on Zoom): Mondays from 5:30 PM to 6:30 PM or by appointment

Required Course Material:

This course will utilize two on-line platforms:

1. UNM Canvas, and
2. Connect Access for **Principles of Microeconomics by Frank, Bernanke et al**
   Eighth Edition
   McGraw-Hill Education
   ISBN: 9781264250417
   This Connect 1-Semester Online Access for Principles of Macroeconomics is offered through Inclusive Access and Canvas.

Class Time/Delivery

This course is delivered entirely online through UNM's Canvas platform, from **Monday, August 17, 2026 to Sunday, December 13, 2026**.

Important Schedule Details:

- Course weeks run Monday through Sunday.
- All deadlines are **11:59 PM Mountain Time. MT means Mountain Time.**
- Follow the course schedule in this syllabus for accurate due dates (not Canvas/Connect calendar times)

Course Structure: 4 Modules

This course is divided into **4 Modules**. All four modules open on **Monday, August 17, 2026**.

- **Module Deadlines:** All work for a specific Module is due on the **Module Deadline at 11:59 PM Eastern Time**.

Module	Deadlines
Module 1	Sunday, September 13, 2026
Module 2	Sunday, October 18, 2026
Module 3	Sunday, November 15, 2026
Module 4	Sunday, December 13, 2026

- **Self-Paced:** You have the autonomy to manage your time within each module window. You may finish early or spread the work out over the duration of the module.
- **Hard Deadlines:** Because you have a multi-week window to complete coursework, **NO EXTENSIONS** are granted for short-term illness, work conflicts, or technology issues. Please plan accordingly.

Technology and Technical Skills Requirement:

You will need reliable access to a computer (desktop/laptop), high-speed internet, and the ability to upload and download files to access the online materials as needed. Software such as Adobe Reader, Microsoft Office Suite will also be used. A headset might come in handy when viewing videos and listening to podcasts and during Zoom conferencing for office hours, etc.

Course Description:

This course will provide a broad overview of microeconomics. Microeconomics is the study of issues specific to households, firms, or industries with an emphasis on the role of markets. Topics discussed will include household and firm behavior, demand and supply, government intervention, market structures, and the efficient allocation of resources.

Canvas Login Instructions:

For help on accessing Canvas see -- How do I log in to Canvas? More help documentation located in "Help"> "UNM Canvas Help Site" link on left course menu, and also at Online Student Documentation.

Connect Registration Instructions

Please go here for instructions on registering and accessing your textbook and other material on McGraw-Hill Connect. **I, as the professor, have chosen Inclusive Access (IA) to save money, and the price is less than buying directly from the publisher. Students should not shop for the required Connect access because the pathway to it is loaded into Canvas.** The Connect access will be available through Canvas **on the first day of class** for all enrolled students.

Student Learning Outcomes:

Upon the successful completion of this course, students should be able to:

CL1. Explain the concept of opportunity cost.
CL2. Demonstrate knowledge of the laws of supply and demand and equilibrium.
CL3. Use supply and demand curves to analyze responses of markets to external events.
CL4. Use supply and demand analysis to examine the impact of government intervention.
CL5. Explain and calculate price elasticity of demand and other elasticities.
CL6. Demonstrate an understanding of producer choice, including cost and break-even analysis.
CL7. Compare and contrast the following market structures: perfect competition, monopoly, monopolistic competition, and oligopoly.

Expectations:

This online format gives you flexibility to learn at your own pace while building valuable self-directed learning skills. You'll engage deeply with economic concepts through readings, practice problems, and discussions, with my support throughout the process.

Learning Expectations

- You will progress through material at your own pace, but within defined module timelines. For each module, you will be expected to:
    - Read the assigned chapters from the textbook,
    - Review and complete all assigned readings/activities/assignments on Connect,
    - Complete Module Concept Quizzes on Canvas,
    - Complete Module Exams on Canvas,
    - Complete Module project where applicable.

  No late work will be accepted. Extensions will not be granted given all assignments are posted and available at least 24 hours in advance of the due date.

- Though unlikely, there might be some unscheduled assigned homework or pop quizzes added in the course through Canvas. If these are added, they will be factored into your grade most likely as extra credit averaged into your final grade. These extra credit types of assignments/quizzes will not be able to be made up if they are missed.
- Economics courses are more like mathematics courses in that keeping up with the material and doing practice problems are imperative to receiving a good grade. Each week, read and re-read the chapters and any associated study material that I post on Canvas. Read until you are confident in your understanding of the material and only then attempt the assigned homework and exams. **Thinking, not memorizing, is the key to success** – economics is a way of thinking, not a body of "facts".

Communication Guidelines

- If you have any questions or need additional clarifications about any aspect of the course, e-mail me sooner rather than later. If I do not respond to your e-mail within 36 hours, please resend it. If you'd like to make sure that I receive your e-mail, write it **professionally** and put the following keywords in the subject line: **Econ 2120 Micro Online** followed by a couple words describing the subject matter of the e-mail. You can anticipate a 24 to 36-hours response time from me, Monday – Thursday. I will try and respond to all weekend (Friday afternoon to Sunday) emails by EOD on Monday.
- UNM provides each student with a NetID and an associated email address. It is imperative to ensure "effective contact" that you check your UNM e-mail on a regular basis. Please do not send me e-mails from your personal e-mail accounts such as Gmail, Yahoo, MSN, etc. I might not receive those emails because they are flagged as spam by the UNM mail server. Here's UNM's policy on emails: https://policy.unm.edu/university-policies/2000/2540.html
- Important course announcements will be communicated via the **Announcements tool on Canvas**. Be sure to check the Announcements tab on the Canvas course page regularly.
- It is your responsibility as a student to communicate quickly with me any issue or emergency that will impact your involvement with or performance in the class. This includes, but is not limited to getting "kicked off" of the system during tests or quizzes; having trouble submitting assignments; family emergencies, etc.

Technical Considerations

- You should be able to access the course and assignments at any time of day or night from any part of the world except for during UNM Canvas/Connect maintenance times (please pay attention to emails relating to these). Canvas and Connect outages do occasionally occur so please do not push deadlines!
- Technology issues happen, so don't wait until the deadlines to complete your work. If you experience technical problems, contact Support Services (for Canvas issues) or Connect Tech Support (for Connect issues) immediately and notify me with documentation. We'll work together to find solutions, but consistent procrastination won't be accommodated.
- Please note that technology problems including a lost internet connection are not an excuse for a late or incomplete assignment. Do not procrastinate and be sure to have a reliable internet connection and up to date software on your computer. If your wireless connection is questionable, use a wired connection.

AI Usage for Course Work

You may use AI tools to help research current events, gather data, or understand complex concepts for background research only. Follow the guidelines in the "AI Course Guide.pdf" document on Canvas. Quick summary:

- **Appropriate AI use**: Researching recent economic data, finding current examples, clarifying concepts you don't understand
- **Your original work**: All analysis, economic reasoning, and writing must be your own
- **Inappropriate AI use**: Having AI write your posts, generate your economic analysis, or create your responses. Doing so is cheating and a violation of student code of conduct. Please do not cheat - it is not worth failing a class or getting kicked out of the college. **If unsure about the appropriateness of your AI usage for this course, please send me an e-mail and ask.**

Remember: AI can provide outdated or inaccurate information and make calculation errors. Always verify information and double-check any data you use. Your work must reflect your own economic thinking and analysis.

Your Learning Journey: I'm committed to supporting your success through regular feedback, office hours, and prompt email responses. In return, I expect you to engage consistently and communicate proactively about any challenges. Online learning develops independence and critical thinking skills that serve you well beyond this course. I'm here to guide your economic reasoning journey and help you master the analytical tools that make economics so valuable**.**

Attendance:

This is an online course, so it is your responsibility to attend class through Canvas and complete all work assigned. You CANNOT afford to get behind. Non completion of the course or failing will affect your grade and thus may affect any scholarships, grants, or financial aid, requiring payment back to the offering institution. Please make yourself aware of drop dates here.

Grading:

The following is the complete breakdown of each of the elements in your final grade:

Component	Weight	Platform	Description
4 Exams (15% each)	60.00%	Canvas	One per Module.
Connect SmartBook and Chapter Assignments	20.00%	Connect	One each per chapter
4 Concept Quizzes (2.5% each)	10.00%	Canvas	Preparatory quiz for the exam. One per Module.
1 AI "Fact-Checker" Project	10.00%	Canvas	Critical thinking project using AI tools., due at the end of Module 3
Total	**100.00%**		

Grading Scale		
A+ = 97% to 100%	A = 93% to 96%	A- = 90% to 92%
B+ = 87% to 89%	B = 83% to 86%	B- = 80% to 82%
C+ = 77% to 79%	C = 73% to 76%	C- = 70% to 72%
D+ = 67% to 69%	D = 63% to 66%	D- = 60% to 62%
Below 60% = F		

Detailed assessment guide:

1. Exams (60%)

- **Format:** There are 4 Multiple Choice Question Exams (one per Module).

- **Delivery:** Exams are taken on Canvas. Questions are randomized from a large pool and displayed one at a time. Once you answer a question, it is locked; you cannot backtrack. You'll have 60 minutes to complete the exam.
- **Integrity:** Exams are strictly individual work. The use of AI tools (ChatGPT, etc.) to generate answers is prohibited.
- **Deadlines:** These are due on the specific Module Deadline (see schedule).

2. **Connect: SmartBook (SB) & Chapter Assignments (HW) (20%)**
    - **Frequency:** For every chapter covered (14 total), you must complete two items on the McGraw-Hill Connect platform:
        I. SmartBook: An adaptive reading experience that tests your recall as you read.
        II. Chapter Assignment: A traditional homework set to practice problems.
    - This creates 28 total assignments (14 SmartBooks + 14 Chapter Assignments). Each assignment is weighted equally in the 10% category. **Your lowest 5 scores across all 28 assignments will be dropped when calculating your final grade**.
    - **Deadlines:** These are due on the specific Module Deadline (see schedule).

3. **Concept Quizzes on Canvas (10%)**
    - **Purpose:** These are lower-stakes assessments designed to check your understanding of the broader module concepts before you take the high-stakes Exam.
    - **Frequency:** One per Module (4 total).
4. **AI "Fact-Checker" Project (10%)**
    - **Due Date:** Module 3 Deadline.
    - **Objective:** To critically evaluate AI-generated economic analysis.
    - **The Task:** You will ask an AI tool (like ChatGPT) to explain a complex concept from Module 1-3. You must then act as the "Fact-Checker" by submitting the AI transcript along with a **critique** that identifies:
        - What the AI got right.
        - What the AI got wrong or missed (nuance/context).
        - **Citations** from the textbook and other credible real-world sources to support your corrections.

Extra Credit Opportunities (+10%)

You can earn up to 10 percentage points added directly to your final grade. These are optional but highly recommended.

Extra Credit	Weight	Platform	Description
Introduction Forum Post	2.00%	Canvas	Due at the end of Module 1.
Syllabus & Policy Quiz	2.00%	Canvas	Due at the end of Module 1.
Course Evaluation Response Rate	2.00%	Evaluation Site	Due at the end of Module 4.
Total	6.00%		

Please note the following **strict extra credit policies**:

- **Zero Tolerance for Late Work**: If you miss the deadline, you forfeit the points.
- **Syllabus & Course Policy Quiz:** To earn this bonus, you must score 100% on this quiz. You will have 3 attempts at the quiz.

- **Course Evaluation:** If the aggregate course evaluation response rate for this course reaches 85% or higher by the end of Module 4, all students receive the 2 percentage points regardless of whether their own evaluation was submitted. This bonus is awarded to the entire class, not individually verified, since evaluations are anonymous.
- **No alternative make-up assignments will be available during this course. Although, the lowest 5 scores from Connect SB & HW assignments will be dropped when calculating your final grade.**

Office Hours:

I will be available for office hours every Monday from 5:30 PM to 6:30 PM via Zoom. **Please e-mail me at least 24 hours in advance if you plan to utilize these office hours with a brief description of the issue you want to discuss so I'll be prepared for our meeting**.

If the scheduled office hours don't work for your schedule, email me with three specific time slots that work for you in the next week and I'll arrange an appointment.

Please use the following link to access the Zoom Meeting:

Join Zoom meeting at
https://unm.zoom.us/j/99095095481?pwd=eDhJekxqRmFvRlAyb25xNWw0V2p3dz09

Meeting ID: 990 9509 5481
Passcode: Econ123

Course Schedule

The following is the schedule that we'll be following. I will use the Announcements tool on Canvas to notify you of any changes that I might make to this schedule during the course. **You are expected to complete all assignments and exams independently.**

Module	From	To	Topic & Readings	Deliverables (Due 11:59 PM)
Module 1	**8/17/2026**	**9/13/2026**	**THE BASICS** • Ch 1: Thinking Like an Economist • Ch 2: Comparative Advantage • Ch 3: Supply & Demand	**Sunday, September 13, 2026** • **Connect:** Ch 1, 2, 3 (SB + HW) • **Concept Quiz 1** • **EXAM 1** (Extra Credit: Syllabus Quiz, Intro Post)
Module 2	**9/14/2026**	**10/18/2026**	**ELASTICITY & EFFICIENCY** • Ch 4: Elasticity • Ch 5: Demand • Ch 6: Competitive Supply • Ch 7: Efficiency & Exchange	**Sunday, October 18, 2026** • **Connect:** Ch 4, 5, 6, 7 (SB + HW) • **Concept Quiz 2** • **EXAM 2**
Module 3	**10/19/2026**	**11/15/2026**	**MARKET STRUCTURES** • Ch 8: Monopoly & Oligopoly • Ch 9: Strategic Behavior • Ch 11: Externalities	**Sunday, November 15, 2026** • **Connect:** Ch 8, 9, 11 (SB + HW) • **Concept Quiz 3** • **AI Fact-Checker Project**

Module	From	To	Topic & Readings	Deliverables (Due 11:59 PM)
				• **EXAM 3**
Module 4	**11/16/2026**	**12/13/2026**	**LABOR & PUBLIC POLICY** • Ch 12: Information • Ch 13: Labor Markets • Ch 14: Public Goods • Ch 15: International Trade	**Sunday, December 13, 2026** • **Connect:** Ch 12, 13, 14, 15 (SB + HW) • **Concept Quiz 4** • **EXAM 4** (Extra Credit: Course Evaluation)

Course Policies

1. **Late Work & Extensions**
   - **Module Buffer:** The multi-week module window is designed to absorb normal life events (short-term illness, work shifts, internet outages).
   - **Policy: NO EXTENSIONS** are granted for individual assignments. Students are expected to manage their time to account for potential technical or personal issues that may arise. In an extremely unlikely scenario, exceptions MAY be made for documented medical emergencies, when communicated promptly to the professor, on a case-by-case basis.
2. **AI Usage Policy**
   - The Golden Rule: Treat AI as a tutor, not a ghostwriter. It should help you understand the material, not replace the thinking required to master it.
   - **Appropriate use:**
     - Asking AI to explain a concept you did not understand from the reading.
     - Generating practice problems for self-study.
     - Asking AI to verify your reasoning on a supply and demand shift or elasticity calculation after you have worked through it yourself.
   - **Prohibited use:**
     - Inputting exam or quiz questions into any AI tool. This is academic dishonesty.
     - Submitting AI-generated text as your own work.

Critical caution:
AI tools frequently invent economic statistics and cite sources that do not exist. Always verify any data against primary sources such.

UNM Policies:

Accommodations:
UNM is committed to providing equitable access to learning opportunities for students with documented disabilities. As your instructor, it is my objective to facilitate an inclusive classroom setting, in which students have full access and opportunity to participate. To engage in a confidential conversation about the process for requesting reasonable accommodations for this class and/or program, please contact the UNM-Valencia Equal Access Services (Sarah Clawson, Coordinator), at (505) 925-8840 or by email at sjclawson@unm.edu. Also available is the Accessibility Resource Center at UNM-Albuquerque at arcsrvs@unm.edu or 505-277-3506.

UAP 2720 and 2740:
Our classroom and university should foster mutual respect, kindness, and support. If you have concerns about discrimination, harassment, or violence, please seek support and report incidents. Find confidential services at LoboRESPECT Advocacy Center, the Women's Resource Center, and the LGBTQ Resource Center. UNM prohibits discrimination on the basis of sex (including gender, sex stereotyping, gender expression, and gender identity). All instructors are "responsible employees" who must communicate reports of sexual harassment, sexual misconduct and sexual violence to Compliance, Ethics and Equal Opportunity. For more information, please see UAP 2720 and UAP 2740

Credit-hour Statement:
This is a three credit-hour course delivered in an entirely asynchronous online modality over 16 weeks during the Spring 2026 semester. Please plan for a minimum of 18 hours per week to learn course materials and complete assignments.

Student Support:

UNM-Valencia Learning Commons (Tutoring)

Tutoring is available to you in math, science, writing, and other subjects through the Learning Commons: Learning and STEM Centers and Writing Center. In person tutoring is in these centers in the LRC (the building that also has the library). Tutoring in Zoom and, for writing, through email, is also available.

Making use of tutoring is a fantastic way to use your resources and set yourself up to learn deeply and well in your courses.

To schedule an appointment, please go to: Learning Commons Bookings

If you are making an email appointment with the Writing Center, email your draft to tutor@unm.edu after you fill out the form above.

If you have difficulty with the scheduling link above, would like an appointment in a subject not listed at that link, or have a question, email tutor@unm.edu. You'll get answers during business hours Monday through Friday.

The webpage, with more details about available hours, is here: Learning Commons: Tutoring Services webpage

Resources to support study skills and time management are available through Student Learning Assistance at the Center for Teaching and Learning in Zimmerman Library or online.

Land Acknowledgement:
Founded in 1889, the University of New Mexico sits on the traditional homelands of the Pueblo of Sandia. The original peoples of New Mexico Pueblo, Navajo, and Apache since time immemorial, have deep connections to the land and have made significant contributions to the broader community statewide. We honor the land itself and those who remain stewards of this land throughout the generations and also acknowledge our committed relationship to Indigenous peoples. We gratefully recognize our history.
Resource: Division for Equity and Inclusion.

Citizenship and/or Immigration Status:
All students are welcome in this class regardless of citizenship, residency, or immigration status. Your professor will respect your privacy if you choose to disclose your status. As for all students in the class, family emergency-related absences are normally excused with reasonable notice to the professor, as noted in the attendance guidelines above. UNM as an institution has made a core commitment to the success of all our students,

including members of our undocumented community. The Administration's welcome is found on our website: http://undocumented.unm.edu/.

Responsible Learning and Academic Honesty:
Cheating and plagiarism (academic dishonesty) are often driven by lack of time, desperation, or lack of knowledge about how to identify a source. Communicate with me and ask for help, even at the last minute, rather than risking your academic career by committing academic dishonesty. Academic dishonesty involves presenting material as your own that has been generated on a website, in a publication, by an artificial intelligence algorithm (AI), by another person, or by otherwise breaking the rules of an assignment or exam. It is a Student Code of Conduct violation that can lead to a disciplinary procedure. When you use a resource (such as an AI, article, a friend's work, or a website) in work submitted for this class, document how you used it and distinguish between your original work and the material taken from the resource.

Connecting to Campus and Finding Support:
NM has many resources and centers to help you thrive, including opportunities to get involved in campus life, mental health resources, academic support such as tutoring, resource centers for people like you, free food at Valencia Campus Food Pantry, jobs on campus and financial capability support. Your advisor, staff at the resource centers and Academic Affairs Office, and I can help you find the right opportunities for you.

Respectful Conduct Expectations:
I am committed to building with you a positive classroom environment in which everyone can learn. I reserve the right to intervene and enforce standards of respectful behavior when classroom conduct is inconsistent with university expectations [and/or classroom community agreements]. Interventions and enforcement may include but are not limited to required meetings to discuss classroom expectations, written notification of expectations, and/or removal from a class meeting. Removal from a class meeting will result in an unexcused absence. [Insert number] or more unexcused absences may result in permanent removal and a drop from the course (see attendance policy). The University of New Mexico ensures freedom of academic inquiry, free expression and open debate, and a respectful campus through adherence to the following policies: D75: Classroom Conduct, Student Code of Conduct, University Policy 2240 – Respectful Campus, University Policy 2210 – Campus Violence