

Course	BA 1310
Course Title	Making Choices in Free Market Systems
Professor	Dr. Kyle Hyndman
Term Meetings	Section 001: Tuesday and Thursday 10:00 am to 11:15 am, JSOM 2.722 Section 002: Tuesday and Thursday 2:30 pm to 3:45 pm, JSOM 2.115

Professor's Contact Information

Office Phone	972-883-5872
Office Location	JSOM 3.416
Email Address	KyleB.Hyndman@utdallas.edu
Office Hours	Tuesday and Thursday 11:30 am – 1 pm

Course Catalogue Description: An introduction to decision making in the free market system. Models from economic and decision sciences provide a foundational understanding of how people make choices - as consumers, employees, managers, and citizens. We explore how the creative destruction of the marketplace expands social wealth, creating gains for some individuals and losses for others. Debates, case studies and simulations, introduce the psychological, social norm, and moral factors that influence how markets work and how, as a society, we interact with markets and the limitations that we sometimes impose on markets and choice. (3-0)

General Course Information.

People interact with the free market system in many distinct roles: as consumers, employees, managers and citizens. This course introduces students to the key foundations of the free market system so that students can successfully navigate the economy in each of these roles. For each of these roles, we build the necessary vocabulary, concepts and models so that students can apply these foundations to the core of this course: making better decisions in one's interactions with the free market system. The class is interdisciplinary, combining decision science (behavioral economics and psychology) with market and organizational analysis from the management sciences and economics.

Students will participate in a series of simulations and case studies designed to illustrate the problems faced by individuals, businesses and society, and will learn to apply principles of good decision making to develop creative solutions to these problems. From their active class participation, students will learn:

- The strengths and limitations of free markets in achieving individual and socially desirable outcomes. Examples include debates about a market exchange for kidneys and proposals for congestion pricing on urban streets.
- How entrepreneurs, businesses and government influence the 'creative destruction' of the marketplace. For example, the fall of Toys R Us stores in face of Internet competition.
- How to incorporate risk into making good choices when uncertainty is a factor. The advertising and pricing strategies of business and how these strategies influence consumer choices.
- The role of forecasting in modern free markets. For example, how firms use forecasts for new and existing products as inputs for key business decisions such as product development, pricing and advertising.

Texts & Materials

In this course we will use a custom version of the McGraw-Hill Education Connect® online platform. Connect uses technology that adapts content to your skill level to make more-efficient use of your study time and create a more-effective reading experience. (See the end of the syllabus for information on Connect and how to obtain access.)

Here is your **REQUIRED** course material:

Connect Access Card ISBN: 9781265894153

Author: Karlan

Title: Custom Connect for Making Choices in Free Market Systems

Edition: 3

Year: 2021

This product takes chapters from:

- Karlan, Dean and Jonathan Morduch, *Microeconomics: Improve Your World*, 3rd Edition (referenced as **ME** below)
- Ferrell, O.C., Geoffrey A. Hirt and Linda Ferrell, *Business Foundations: A Changing World*, 12th Edition (referenced as **BF** below)

The former book focuses on the microeconomic foundations that are needed for making good choices in your interactions with the free market system, while the latter book focuses on specific business applications.

In addition to this textbook, additional readings and case studies will be provided throughout the class. (Referenced as **CP** below)

Assigned Material & Academic Calendar

Each week will be divided into one online component, consisting of a pre-recorded lecture, and one “in-class” activity consisting of an online simulation to demonstrate a topic, a case study discussion of a real-world application or a debate about a given topic. On each of Tuesday and Thursday, half of the students will attend the lecture, depending on which of the sub-section each student chose. In all cases, it should be possible to participate online but synchronously. For students who wish to participate in class **asynchronously**, please email me to discuss alternative arrangements to ensure sufficient participation in these activities.

On exam weeks, there will not be any online, recorded material. The exam will be made available on the **Friday** of the exam week for a window of time. **The exams will make use of the online proctoring service [Honorlock](#).**

Week/date	Material to be Covered
Week 1 – Jan 19, 21	Online: Introduction to the course and syllabus. ME Chapter 1; BF Chapter 1
	In Class: <i>Case study: Toys R Us Downfall</i>
Week 2 – Jan 26, 28	Online: Production Possibilities, Opportunity Cost and Economic Growth

	ME Chapter 2
	In Class: <i>Simulation: Gains from trade</i>
Week 3 – Feb 2, 4	Online: ME Appendix A – Math Essentials: Understanding Graphs and Slope <i>Activity: Uber vs. Buying a car</i>
	In Class: <i>Simulation: The Hidden Hand of Competitive Markets (Double oral auction pricing mechanism)</i>
Week 4 – Feb 9, 11	Online: Market Supply and Demand Analysis; ME Chapters 3 & 5
	In Class: <i>Simulation: Market Restrictions (price floors and ceilings) and shifts in demand/supply</i>
Week 5 – Feb 16, 18	Online: Markets in Action; ME Chapter 6
	In Class: <i>Case Study / Debate: Should we create a market for kidneys to be bought and sold?</i>
Week 6 – Feb 23, 25	In Class: <i>Case Study / Simulation: Putting a price on traffic: Congestion Pricing.</i>
	Online: Exam 1
Week 7- Mar 2, 4	Online: Production Costs and Distribution; ME Chapter 12; BF Chapter 8
	In Class: <i>Supply Chain Simulation: The Beer Game (See Note)</i>
Week 8 – Mar 9, 11	Online: Price Elasticity of Demand and Supply; ME Chapter 4
	In Class: <i>Simulation: Monopoly Simulation</i>
Week 9 (Mar 16, 18)	Spring Break
Week 10 – Mar 23, 25	Online: Market Structures; ME Chapters 13, 14 & 15
	In Class: <i>“Big-tech” Debate: Is Amazon too big? Should we break-up Facebook and Instagram?</i>
Week 11 – Mar 30, Apr 1	In Class: <i>Simulation: Does the size of the market matter to pricing?</i>
	Online: Exam 2
Week 12 – Apr 6, 8	Online: Marketing: Building Profitable Customer Connections; BF Chapters 11 & 12
	In Class: <i>Debate: Is price discrimination fair?</i>
Week 13 – Apr 13, 15	Online: Accounting: Decision Making by the numbers; BF Chapter 14
	In Class: <i>Activity: Financial Statements Analysis</i>
Week 14 – Apr 20, 22	Online: Finance: Acquiring and Using Funds to Maximize Value; ME Chapter 11; BF Chapter 14
	In Class: <i>Simulation: Introducing risk in decision-making.</i>
Week 15 – Apr 27, 29	Social responsibility
	BF Chapter 2 In Class: <i>Simulation: Entry, Pricing and Equilibrium</i>
Week 16 – May 4, 6	In Class: <i>Case Study: Revisit Toys R Us with extension</i>
	Online: Exam 3

Note: For Week 7, it would be better to do the simulation as an entire class. I suggest one section does it Tuesday and the other section does it Thursday. Those scheduled to come to class on the other day can participate online. We Can discuss during the first meeting.

Course Policies

Grading (credit) Criteria	3 Exams (20% each) Simulations, Case studies and Activities (15%) Assignments / Quizzes (15%)
Make-up Exams	Make-up exams will be given only under <u>justified</u> circumstances, and documentation is required. Contact the instructor before the day/time of the exam to make arrangements. Contacting the professor for a makeup after the exam is over is an automatic zero. No exceptions.
Class Attendance	Encouraged. On the one day per week that you will be eligible for in-class participation, I would encourage you to come to class to participate in the simulation, debate, case study, etc. This will also be your opportunity to ask questions about the recorded lecture. If in person attendance is not possible, then online, synchronous participation is the next-best option. If you plan to participate asynchronously please see me so that we can discuss alternative arrangements.
Classroom Citizenship	<ul style="list-style-type: none"> i. <u>Class begins on time.</u> Please maintain class decorum and be respectful towards fellow students in the class. If you have a doubt or misunderstanding regarding course work, feel free to discuss it with me. ii. <u>Using your phone during class is not permitted and it is rude.</u> Keep it on silent at all time and away from your desk. No texting. Offenders will be asked to turn off their phones. If this is a recurring problem, students will be asked to leave the classroom. No pictures or video during class time. iii. <u>Use of your computer/tablet is allowed (and even necessary for many simulations) as long as it is not interrupting the class or distracting other students in the classroom.</u> If such situation occurs, the first time you will be asked to turn off your computer. Recurrent offenders will be asked to leave the classroom. I encourage you to use your computer wisely. In my experience, abusing the use of computers during class time results in unsatisfactory final grades.
Comet Creed	<p><i>This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:</i></p> <p><i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i></p>

**UT Dallas Syllabus
Policies and
Procedures**

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

What is Connect?

Connect is an online homework and learning management platform from McGraw-Hill Education. Many of your course assignments will be delivered through Connect.

Connect helps you:

- Stay Organized with assignments – both in and outside of class
- Target difficult material to practice and improve your skills
- Review for exams with self-assessment tests and quizzes
- Track your performance with personalized reports
- Save time on studying
- Save money on textbooks

Purchase Connect

Login to your eLearning account, click on your course, and then click on the Connect link, which will take you to the Connect registration page where you can follow the prompts.

At that time, you will need to do one of the following:

- Enter your access code (Purchased from the bookstore)
- Purchase access online (Purchased direct online)
- Begin your 14-day Courtesy Access period
- Here is a video on the process: <http://video.mhhe.com/watch/UZnyThhiZgbh3pKQFbiQUZ>

McGraw Hill Technical Support

If you are having trouble registering for Connect or at any point in the semester need assistance with Connect, please contact McGraw-Hill Education's Customer Support. Live chat, email, and phone support are available 7 days a week. If they are unable to resolve your issue, then please provide your instructor with your given case number.

Website: www.mhhe.com/support

Phone: (800) 331-5094 Hours (EST)

Sunday: 12 PM - 12 AM

Monday - Thursday: 24 hours

Friday: 12 AM - 9 PM Saturday: 10 AM - 8 PM

Ensure your computer meets system requirements by going to this link:

<http://connect.mheducation.com/connect/troubleshoot.do>