

## Core Course Syllabus – Spring 2026



<b>Course</b>	BA 1310 (Secs 001 & 002)
<b>Course Title</b>	Making Choices in Free Market Systems
<b>Professor</b>	Kyle Hyndman
<b>Term</b>	Spring 2026
<b>Meetings</b>	Sec 001: M/W 10:00 – 11:15, JSOM 2.714 Sec 002: M/W 1:00 – 2:15, JSOM 2.714

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### Professor's Contact Information

**Office Phone** 972-883-5872

**Other Phone** N/A

**Office Location** JSOM 3.614

**Email Address** Kyleb.hyndman@utdallas.edu

**Office Hours** Thursdays 11:30 – 12:45 or by appointment.

The course is intended to have a significant “hands on” component. Although it won’t be perfect, a typical week will consist of one “theory-based” lecture and one in-class activity. Such activities can be an online simulation to demonstrate a topic, a case study discussion of a real-world application or a debate about a given topic.

### Other Information

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### General Course Information

**Pre-requisites, Co-requisites, & other restrictions:** N/A

**Course 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.

**Learning Outcomes:** 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.

**Required Texts & Materials:** This class requires digital courseware. It will use Connect, an online courseware system by McGraw Hill, which includes the eBook. You'll find this course combines two textbooks (Karlán: *Microeconomics*, Evergreen Edition and Ferrell: *Business Foundations: A Changing World*, Evergreen Edition) in one Connect shell. **Each person needs access in order to complete the required homework.** There are two ways to purchase our custom Connect material. 1) Buy directly from a Connect homework link within the course page on eLearning or 2) Visit the bookstore online or in person and later redeem on the paywall that is produced when logging into the Connect platform. **It is important that you register with your UTD email address.** If you need more time, McGraw Hill has an option on the pay screen for two weeks free access. Here is a link on how to access.

<https://www.mheducation.com/highered/support/support-at-every-step/connect/first-day-of-class/blackboard-ltia>

This class also requires MobLab access. This platform is used for in-class simulations, as well as surveys and polls. You can purchase directly from MobLab or from the Bookstore (there are two documents on eLearning explaining how to purchase directly from Moblab. Make sure your purchase access for the correct section!). **As with Connect, it is important that you register with your UTD email address.**

Once you have purchased Connect access for this custom course, you can purchase loose-leaf texts at a discount and you can download the “Read Anywhere” app (Apple App Store or Google Play) to access your custom eBooks from a phone or tablet. You can download chapters or view the entire eBook, as well as, make notes, highlight, annotate, etc.

For tech support, please contact McGraw Hill. You can call them at [\(800\) 331-5094](tel:8003315094). You can also email or chat. Their student self-help is available at <https://www.mheducation.com/highered/support/student/connect.html>

**You have various purchase options – through the UTD Bookstore or direct from each vendor. *The price may be different depending on where you purchase so please make the decision that best-suits your needs.***

**Suggested Texts, Readings, & Materials:** In addition to this textbook, additional readings and case studies will be provided throughout the class. These will be made available on eLearning. (Referenced as **CP** below)

### **Assignments & Academic Calendar**

*Students should consult eLearning for assignments and due dates. Each week, there will be assigned textbook readings and activities (e.g., multiple choice questions/quizzes or other activities related to the textbook material). In addition, about half of the meetings will consist of simulations or other activities, for which participation is expected.*

In addition to the regular assignments, there will be two (2) in-class debates. In addition, students will be required to make three (3) **news presentations/recordings**. Each debate should have 6-8 participants (3 or 4 for each side). **Students who participate in a debate are only required to do one (1) news presentation/recording (details below).**

There are three (3) main types of assignments. All assignments are typically live from Sunday at 12:00AM before the material is covered in class until the following Sunday at 11:59PM after the material has been covered in class.

1. *Reading Assignments. Late submission is not generally allowed.*
2. *Application Based Activities. Late submission is not generally allowed. You can do each activity twice, with the highest score counting.*
3. *Chapter Assessments. Late submission is generally allowed for one week after the due date. However, a 25% penalty is imposed for late submissions. You can do each assessment twice, with the highest score counting.*

*If you are ever offered a “study attempt” of the material, which can be beneficial for studying for exams, you are free (and even encouraged) to do them. However, these study attempts will not be graded. **Very importantly, if you are eligible for an extension for a valid reason (e.g., medical situation, family emergency – with proper documentation), do not start a study attempt. Once a study attempt has been started, I am literally (as in the platform won’t allow me to) unable to grant an extension.***

### News Presentation/Recording

For each recording, students should choose a business or microeconomics-related article from a reliable financial news source (such as the Wall Street Journal or New York Times) and email it to the instructor for approval. Once approved, the student should make a short recording that explains the article content as well as why you think it is relevant to the course (e.g., trade, competition policy, marketing strategy, etc.) Along with the recording, you should post on the discussion board a link to the article and a brief written summary of it. Note that as a UTD student, you should be eligible for a free student subscription to both the NY Times and the Wall Street Journal. **All students, irrespective of debate participation are required to provide comments (e.g., opinions, alternative information or perspectives, etc.) on five (5) posted articles in the discussion board.**

<b>Week/date</b>	<b>Material to be Covered</b>
Week 1 – Jan 21	Introduction to the course and syllabus. <i>Discussion: What are the roles/responsibilities of business?</i> ME Chapter 1; BF Chapter 1
Week 2 – Jan 26, 28	<b>Lecture (Monday):</b> Production Possibilities, Opportunity Cost and Economic Growth; ME Chapter 2 <b>Simulation (Wednesday):</b> <i>Gains from trade</i>
Week 3 – Feb 2, 4	<b>Lecture (Monday):</b> Market Supply and Demand Analysis; ME Chapter 3 <b>Online:</b> ME Appendix A – Math Essentials: Understanding Graphs and Slope <b>Simulation (Wednesday):</b> <i>The Hidden Hand of Competitive Markets (Double oral auction pricing mechanism)</i>
Week 4 – Feb 9, 11	<b>Lecture (Monday):</b> Efficiency & Markets in Action; ME Chapters 5 & 6 <b>Simulation (Wednesday):</b> <i>Market Restrictions (price floors and ceilings) and shifts in demand/supply</i>
Week 5 – Feb 16, 18	<b>Debate (Monday):</b> <i>Debate: Should we create a market for organs to be bought and sold?</i> <b>Lecture (Wednesday):</b> Externalities; ME Chapter 18

Week 6 – Feb 23, 25	<b>Simulation (Monday):</b> <i>Putting a price on traffic: Congestion Pricing</i> . <b>Midterm Review</b>
	<b>Exam 1 (No Class Wednesday):</b> <i>To be taken on your own time at the UTD Testing Center. Exam window is Feb 25 – 27.</i>
Week 7 – Mar 2, 4	<b>Lecture (Monday):</b> Production Costs and Distribution; <b>ME</b> Chapter 12; <b>BF</b> Chapter 8
	<b>Lecture (Wednesday):</b> Price Elasticity of Demand and Supply; <b>ME</b> Chapter 4
Week 8 – Mar 9, 11	<b>Simulation (Monday):</b> <i>The Beer Game</i>
	<b>Lecture (Wednesday):</b> Market Structures – Perfect Competition; <b>ME</b> Chapter 13
Week 9 – Mar 16, 18	Spring Break
Week 10 – Mar 23, 25	<b>Lecture (Monday):</b> Market Structures – Monopoly; <b>ME</b> Chapter 14
	<b>Simulation (Wednesday):</b> <i>Monopoly &amp; Price Discrimination</i>
Week 11 – Mar 30, Apr 1	<b>Lecture (Monday):</b> Market Structures – Monopolistic Competition & Oligopoly; <b>ME</b> Chapter 15
	<b>Debate (Wednesday):</b> <i>Tariffs: Good for the US Economy?</i>
Week 12 – Apr 6, 8	<b>Simulation (Monday):</b> <i>Entry, Pricing and Equilibrium</i> . <b>Midterm Review</b>
	<b>Exam 2 (Wednesday):</b> <i>To be taken on your own time at the UTD Testing Center. Exam window is Apr 8 – 10</i>
Week 13 – Apr 13, 15	<b>Lecture (Monday):</b> Marketing: Building Profitable Customer Connections; <b>BF</b> Chapters 11 & 12
	<b>Lecture (Wednesday):</b> Accounting: Decision Making by the numbers; <b>BF</b> Chapter 14
Week 14 – Apr 20, 22	<b>Activity (Monday):</b> <i>Financial Statements Analysis</i>
	<b>Lecture (Wednesday):</b> Social responsibility; <b>BF</b> Chapter 2
Week 15 – Apr 27, 29	<b>Lecture (Monday):</b> Finance: Acquiring and Using Funds to Maximize Value; <b>ME</b> Chapter 11; <b>BF</b> Chapter 14
	<b>Simulation (Wednesday):</b> <i>Introducing risk in decision-making.</i>
Week 16 – May 4, 6	<b>Lecture (Monday):</b> <i>Conclusions: Summarizing the course and the role of markets.</i>
	<b>Midterm Review</b> <b>(Wednesday):</b> I will be available for additional review (testing center unavailable these days; sorry!)
<b>Exam Week</b>	<b>Exam 3 (May 11 – 13):</b> <i>To be taken on your own time at the UTD Testing Center</i>

## Exams

Students must register for a seat at the UT Dallas Testing Center (<https://ets.utdallas.edu/testing-center>). Registration is required for each of the three exams. The windows of time for taking the exams are in the schedule above.

**All exams are closed book and no access to outside materials are permitted.**

There is an assignment on eLearning associated with this task. This is to encourage students to register in a timely manner. You should ensure that you register for the exam for the class in which you are enrolled. **Failing to properly register for an exam is not a valid excuse for missing an exam.**

### Health and Other Issues

If you have a health or family issue that limits your ability to fully participate in class, the time to raise and document the issue is **when the issue arises**. It is much easier to work to accommodate legitimate and documented issues when I am promptly notified than when the issues are first mentioned at the end of the semester. This is an issue of fairness to everyone in the class.

### Course Policies

<b>Class Materials</b>	The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the <a href="#">Student Code of Conduct</a> .
<b>Classroom Conduct Requirements Related to Public Health Measures</b>	UT Dallas will follow the public health and safety guidelines put forth by the Centers for Disease Control and Prevention (CDC), the Texas Department of State Health Services (DSHS), and local public health agencies that are in effect at that time during the Spring 2022 semester to the extent allowed by state governance. Texas Governor Greg Abbott's Executive Order <a href="#">GA-38</a> prohibits us from mandating vaccines and face coverings for UT Dallas employees, students, and members of the public on campus. However, we strongly encourage all Comets to get vaccinated and wear face coverings as recommended by the CDC. Check the <a href="#">Comets United: Latest Updates webpage</a> for the latest guidance on the University's public health measures. Comets are expected to carry out <a href="#">Student Safety</a> protocols in adherence to the Comet Commitment. Unvaccinated Comets will be expected to complete the <a href="#">Required Daily Health Screening</a> . Those students who do not comply will be referred to the Office of Community Standards and Conduct for disciplinary action under the <a href="#">Student Code of Conduct – UTSP5003</a> .

<b>Class Attendance</b>	Attendance in person is expected and will be taken during class using the Moblab platform.
<b>Class Participation</b>	Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the <a href="#">Student Code of Conduct</a> .
<b>Class Recordings</b>	Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the AccessAbility Resource Center has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the <a href="#">Student Code of Conduct</a> .
<b>Grading (credit) Criteria</b>	3 Exams (25%, 25%, 20%, respectively) Attendance, Simulations, Debates & Online Discussions (15%) Assignments / Quizzes (15%)
<b>Make-up Exams</b>	Make-up exams will be given only under <u>justified</u> circumstances, and documentation is required. Contact the instructor <b>before</b> the day/time of the exam to make arrangements.
<b>Extra Credit</b>	<b>No extra credit will be given. Please don't ask, it isn't fair.</b>
<b>Late Work</b>	See above. Late submission may be possible for Chapter Assessments up to a week after the deadline, but incur a 25% penalty. <b>There is a "statute of limitations" on how long you can wait to ask for extensions or being excused from absences (typically two weeks) and proper documentation must always be provided.</b>
<b>Special Assignments</b>	There will be two debates in the class and 3 news presentations/recordings. Students who participate in a debate only need to do one news recording, while all other students need to do all three.

<p><b>Classroom Citizenship</b></p>	<ul style="list-style-type: none"> <li>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.</li> <li>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. <b>No pictures or video during class time.</b></li> <li>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.</li> </ul> <p>I encourage you to use your computer wisely. In my experience, abusing the use of computers during class time results in unsatisfactory final grades.</p>
<p><b>Comet Creed</b></p>	<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>
<p><b>Academic Support Resources</b></p>	<p><i>The information contained in the following link lists the University’s academic support resources for all students.</i></p> <p><i>Please go to <a href="http://go.utdallas.edu/academic-support-resources">http://go.utdallas.edu/academic-support-resources</a>.</i></p>
<p><b>Accommodations for Students with Disabilities</b></p>	<p>The University of Texas at Dallas is committed to providing reasonable accommodations for all persons with disabilities. The syllabus is available in alternate formats upon request. If you are seeking classroom accommodations under the Americans with Disabilities Act (2008), you are required to register with the AccessAbility Resource Center, located in the Administration Building (AD), Suite 2.224. Their phone number is 972-883-2098, email: <a href="mailto:accessability@utdallas.edu">accessability@utdallas.edu</a> and website is <a href="https://accessability.utdallas.edu">https://accessability.utdallas.edu</a>. To receive academic accommodations for this class, please obtain the proper</p>

	AccessAbility Resource Center letter of accommodation and meet with me at the beginning of the semester.
<b>UT Dallas Syllabus Policies and Procedures</b>	<p><i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the sections regarding the <a href="#">credit/no credit</a> grading option and withdrawal from class.</i></p> <p><i>Please go to <a href="http://go.utdallas.edu/syllabus-policies">http://go.utdallas.edu/syllabus-policies</a> for these policies.</i></p>

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*