**ECON 2102**
**Section 1**
**Principles of Microeconomics**
Spring 2014
Tue and Thur, 11:00am – 12:15pm
Rowe 161
Instructor: Dr. Thomas Taylor

Office: Friday 218C
E-mail: ttaylo91@uncc.edu
Office Hours: Tue: 11:00am – 12:15pm
Thur: 11:00am – 12:15pm
by appointment as needed.

Textbook: The Micro Economy Today (13th ed) Required
Authors: Bradley R. Schiller
Publisher: McGraw Hill

**Course Description:** ECON 2102: Principles of Microeconomics. Pricing mechanism of a market economy, the industrial organization of the U.S. economy, problems of economic concentration, the theory of income distribution, and comparative economic systems.

**Course Objectives:** Microeconomics provides the underpinnings for economic thought. Our objective is to understand how consumers and businesses make economic choices. We develop analytical techniques to reveal how consumers maximize their well being, and how business firms maximize the profits they realize from their operation. We also examine various market structures (competition, monopoly, etc.) that provide the foundation for the delivery of goods and services in our economy. The role of government is integral to this process. This course will help students develop problem-solving skills useful in understanding the political and economic issues faced by our country today.

**Course Policies**

**Academic Integrity:**
Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. (This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor
and are binding on the students. Academic evaluations in this course include a judgment that the student’s work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Attendance:** Students are expected to attend, to arrive on time and to stay the entire class period. When missing class, students will be expected to obtain class notes or assignments from other students in the class, not from me. I advise you to share e-mail addresses for this purpose. Your final grade may be affected by your attendance. See “Calculating the grade” below.

**Make-up work and late work:** There are no makeup tests, no makeup quizzes, etc. and no late work will be accepted except for students away representing the university. If a test is missed, the course grade will be calculated using the remaining test grade and the final examination grade. (See Option B in “Calculating the grade” below.)

**Grading:**

**Tests:** Two tests will be administered during the semester. Due to the large class size, each test (100 points) will be comprised mostly of multiple choice and true false questions, and will be taken on opscan computer-graded forms that will be provided. Occasionally other formats may be used. Students should bring pencils. Test grades will be made available either via e-mail or on Moodle or both. I will e-mail the class when grades are available. Please note, students are not allowed to leave the classroom and return during an exam, so please take care of personal business before entering the room for the exam.

Students who arrive late for tests and/or the final examination will be permitted to take the test or exam provided that no student has turned in their paper prior to the student’s arrival. Once a paper has been turned in, late arriving students will not be permitted to begin the test or exam. A student who begins a test or exam late will not be given extra time at the end of the regular test or examination period.

**Final Exam:**
The final exam is required and will be comprehensive. According to the current University exam schedule, the final is Tuesday, May 6, 11:00 am to 1:30 pm.
Calculating the grade: Your percentage average score is computed with the following formula:

Option A: Average(%) = weighted average of test scores and final exam. Each test is weighted 30% and the final is weighted 40%.

Option B: Average(%) = weighted average of higher test score and final exam. The higher test score is weighted 30% and the final is weighted 70%.

The higher of Option A and Option B will be selected.

It is important to make class attendance a priority. Two points will be added to your final grade if you have three or fewer recorded absences from class. If you have in excess of three absences, your grade may be affected negatively.

Your course grade is determined by the following scale:
   A = 90 or above
   B = 80 - 89
   C = 70 - 79
   D = 60 - 69
   F = below 60

Cell phones: Please turn off cell phones and pagers before class begins and before any test or before the final exam. If you are expecting a life-or-death phone call, let me know. Otherwise, NO PHONES! It is very distracting for me and for those around you.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Extremely Tentative Calendar
This syllabus is intended to serve as the daily schedule, but the instructor reserves the right to make alterations. Changes in daily coverage will be made at least one class in advance, while changes in exam dates will be announced at least two classes (one week) in advance.

First Meeting
1/9 Overview of Course, Syllabus, Introduction, etc.

Week 1
1/14 Chapter 1: Economics: The Core Issues
1/16 Chapter 2: The U.S. Economy, A Global View
Week 2
1/21 Chapter 3: Supply and Demand
1/23 Chapter 3: (cont)

Week 3
1/28 Chapter 3: (cont)
1/30 Chapter 4: The Role of Government

Week 4
2/4 Chapter 5: Consumer Choice
2/6 Chapter 5: (cont)

Week 5
2/11 Review
2/13 Test

Week 6
2/18 Chapter 6: Elasticity
2/20 Chapter 6: (cont)

Week 7
2/25 Chapter 7: The Costs of Production
2/27 Chapter 7: (cont)

Week 8
3/3 Student Recess
3/5 Student Recess

Week 9
3/11 Chapter 7: (cont)
3/13 Chapter 8: The Competitive Firm

Week 10
3/18 Chapter 8: (cont)
3/20 Chapter 9: Competitive Markets

Week 11
3/25 Review
3/27 Test

Week 12
4/1 Chapter 10: Monopoly
4/3 Chapter 10: (cont)

**Week 13**
4/8 Chapter 13: Natural Monopolies
4/10 Chapter 11: Oligopoly

**Week 14**
4/15 Chapter 11: (cont)
4/17 Chapter 12: Monopolistic Competition

**Week 15**
4/22 To Be Determined
4/24 To Be Determined

**Week 16**
12/4 (LAST CLASS) Review

**TEST SCHEDULE**
    Test 1 - Thursday, February 13
    Test 2 - Thursday, March 27

    Final Exam –
    Tuesday, May 6, 11:00 am to 1:30 pm.