ECON 2102-002  
Principles of Economics - Micro  
Spring 2013  
MW 2:00 pm – 3:15 pm  
Rowe 130

Instructor: Hui-Kuan Tseng  
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Phone: 704-687-7598  
Office Hours: MW 9:30 am – 12:00 pm or by appointment.  
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Teaching Assistant: Rhett Chamberlain, Friday 215A, office hours to be announced.


Recommended: Study Guide to accompany *The Micro Economy Today*

Textbook Webpage: http://www.mhhe.com/schiller13e/

**Course Description:** 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:** The objective of this course is to introduce you to the basic concepts of microeconomics. Microeconomics is the study of how individuals, business firms, and governments make their choices bases on scarcity, and how the interactions of individuals and firms affect the allocation of resources. Along with other course objectives, this course will help the student to develop problem-solving skills; skills associated with independent thinking; and will address legal, regulatory and environmental issues using economic analysis.

Additionally ECON2102 is one of the courses that can be used to meet Goal VI (understanding the Individual, Society and Culture) of the University’s General Education Requirements. According to this Goal UNC-Charlotte Graduate should be able to:

- Understand how institutions operate with societies in both contemporary and historical perspectives.  
- Understand internal and external influences that promote and inhibit human action.  
- Understand the patterns of change that individuals experience at various points in life.  
- Recognize the complex, integrated and dynamic nature of human behavior and experience.  
- Understand the commonalities, differences, and interdependence among and within societies of the world.
Course Policies:

Attendance: Students are expected to attend, to arrive on time and to stay the entire class period. A sign-up sheet will circulate randomly each week to record attendance. No points are explicitly added for attendance nor subtracted for absences. However, attendance will be considered when I determine your final course grade. When missing class, students will be expected to obtain class notes or assignments from other students in the class.

Grading:

<table>
<thead>
<tr>
<th>Test</th>
<th>Points</th>
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<tbody>
<tr>
<td>TEST I</td>
<td>100</td>
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<tr>
<td>TEST II</td>
<td>100</td>
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<tr>
<td>TEST III</td>
<td>100</td>
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<tr>
<td>FINAL EXAM (non-cumulative)</td>
<td>100 points</td>
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</tbody>
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400 points

Notes:

1. There will be three 100-point tests during the semester plus a 100-point non-cumulative final exam, totaling 400 points.
2. No make-up tests shall be given for whatever reason. Students who miss one test are required to take a cumulative final exam which carries a weight of 200 points. Students who miss two tests will get an "F" as course grade.
3. Students who wish to drop the lowest test score are required to take the cumulative final exam which carries a weight of 200 points.
4. The final exam, regular or cumulative, will be given according to the university's final exam schedule. There will be no consideration given to students who wish to take the final exam early. The semester ends with the scheduled final exam time.
5. Bonus Opportunities: There are extra credit opportunities. You may earn extra credit from the practice questions which will be posted on the Moodle. Ten percent (10%) of the total points you earn on the practice questions will count as your extra credit. When the extra credits are offered, they must be completed before the specific due date and time. No make-up for the practice questions.
6. The combined scores for tests and non-cumulative or cumulative final exams shall be 400 points. The course grade is determined by the following formula and scale:

\[
\text{Average(\%)} = \frac{\text{Test 1} + \text{Test 2} + \text{Test 3} + \text{Final Exam} + 10\% \text{ practice}}{400}
\]

- A = 90% or above
- B = 80% - 89.9%
- C = 70% - 79.9%
- D = 60% - 69.9%
- F = below 60%
**Cells phones and other technology:** The use of cell phones, beepers, or other communication devices is disruptive, and is therefore not permitted during class. If you have a personal or professional emergency or urgent matter, let the instructor know that you may need to respond to a call during class; turn your cell phone to the "vibrate" option, and leave the room to respond to the call. Otherwise, cell phones and other communication devices should be turned off. I also ask that students do not "surf" the internet, text-message or twitter during class; if you have a personal emergency let me know; you can leave the room to respond to a call or text-message. One more thing, you may not use the calculator features of your cell phone during exams.

**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.

**Tentative Reading Assignment:**

I. Basis Economic Concepts  
   A. Scarcity  
   B. Opportunity costs and production possibilities  
   C. Supply and demand  
   D. The public sector

II. The Nature and Functions of Product Markets  
   A. The demand for goods  
      i. Price Elasticity

Wednesday, 2/6  

   **Test 1**

   ii. Other Elasticities  
   iii. Consumer Choice Theory

B. Firm production, costs, and revenues  
   i. Marginal product and diminishing returns

   ii. Average and marginal costs and revenues

   iii. Long-run costs and economies of scale
Monday, 3/18

****** Test 2 ******

III. Market Structure
A. Perfect competition 
   Chp 8, 9
B. Monopoly
   Chp 10

Monday, 4/8

****** Test 3 ******

C. Oligopoly
   Chp 11
D. Monopolistic competition 
   Chp 12
E. Regulatory issues
   Chp 13

IV. Factor Markets
A. The labor market 
   Chp 16

Monday, 5/6

****** Final Exam ******

2:00 - 4:30pm

*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.*