ECON 2102-003
Principles of Economics - Micro
Spring 2012
TuTh 12:30 pm – 1:45 pm
Rowe 130

Instructor:     Hui-Kuan Tseng
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Office Hours:  TuTh 11:00 am – 12:00 pm, 2:00 pm – 3:30 pm or by appointment.
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Recommended:  Study Guide to accompany The Micro Economy Today

Textbook Webpage:     http://www.mhhe.com/schiller12e/

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 based 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:** There will be three 100-point tests during the semester plus a 100-point non-cumulative final exam, totaling 400 points. 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.

Besides, there will be several homework assignments. They will be posted on the Moodle. Students can access Moodle at [http://moodle.uncc.edu](http://moodle.uncc.edu). Help in using Moodle can be found at [http://helpdesk.uncc.edu](http://helpdesk.uncc.edu). Fifteen percent (15%) of the total points you earn on homework will count as your bonus points. Missed homework assignments **cannot** be made up.

Your percentage average score is computed with the following formula:

\[
\text{Average} \%(\text{hw}) = \frac{\text{Test 1} + \text{Test 2} + \text{Test 3} + \text{Final Exam} + 15\% \text{HW}}{400}
\]

Your course grade is determined by the following scale:

- A = 90% or above
- B = 80% - 89.9%
- C = 70% - 79.9%
- D = 60% - 69.9%
- F = below 60%

**Cell phones:** Cellular Phones are to be turned off for all classes and exams. 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. The U.S. economy: A global view  
   D. The public sector

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

Thursday, 2/2  

   i. Other Elasticities  
   iii. Consumer Choice Theory

Thursday, 3/1  

   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

Thursday, 4/5  

   C. Oligopoly  
   D. Monopolistic competition  
   E. Regulatory issues

Thursday, 5/10  

   A. The labor market

11:00 am - 1:30 pm

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includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.