Instructor’s Information
Instructor: Per Norander
E-mail: Pnorande@uncc.edu
Phone: (704) 687-7588
Office: Friday 218A
Office Hours: M-T: 1:10 to 2:00 pm, and by appointment.

Required Course Materials and textbook options
- Access to UNCC Canvas site.
- Access to McMillan’s LaunchPad website. The Launchpad course is accessed via Canvas
  1. Buy a loose-leaf text that is packaged with an access code for LaunchPad from the
     bookstore a textbook: $122.80 (new). Please make sure you keep the access code!
  2. Buy access to LaunchPad directly from the LaunchPad site for $106.99, which includes
     access to an eBook. Note that this eliminates the need for a paper textbook.
  3. Start a 3-week free trial on the LaunchPad site. Note that your access will not last the
     entire semester so it is just a temporary solution.

Course Description: Microeconomic analysis with emphasis on consumer theory and the theory
of production. Resource allocation and the determination of optimum output and pricing by a firm
operating under various market structures. Distribution and welfare theories.

Prerequisites: ECON 2102, MATH 1120 or MATH 1241, and STAT 1220 or equivalent; all with
grades of C or above.

Course Objectives
The main objective of this course is to further develop students’ existing understanding of
microeconomic theory and analytical tools as they apply to the decision-making processes of
consumers and producers. Students are expected to be comfortable with mathematical tools such
as algebra, geometry, and calculus. I therefore recommend that and students who have struggled
with these mathematical tools in the past allocated considerable time to this course. While this
course is quantitatively oriented, it will also present students with real-world problems as well as
day-to-day application for the theories and analytical tools discussed.
Course Format:

These course objectives will be achieved by a sequence of class lectures, written exams, both web administered and written homework assignments, and class discussions.

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Weight</th>
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<tbody>
<tr>
<td>8 LaunchPad LearningCurve scores</td>
<td>8% (1% each)</td>
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<tr>
<td>(Remembering &amp; Understanding level learning)</td>
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<tr>
<td>The highest 7 LaunchPad Homework scores</td>
<td>14% (2% each)</td>
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<tr>
<td>(Understanding, Applying, &amp; Analyzing level learning)</td>
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<tr>
<td>3 Written homework assignments</td>
<td>12% (4% each)</td>
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<tr>
<td>(Understanding, Applying, &amp; Analyzing level learning)</td>
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<tr>
<td>3 Exam scores</td>
<td>66% (22% each)</td>
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<tr>
<td>(Study guides and practice materials will be provided for each exam)</td>
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<tr>
<td>Total:</td>
<td>100%</td>
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Students are encouraged to contact me with any questions or concerns regarding grades. Final letter grades will be assigned based upon the total points and the best judgment of the instructor. Generally, the following straight scale will be used:

F: below 59.9%,  D: 59.9 to 69.9%,  C: 69.9 to 79.9%,  B: 79.9 to 89.9%,  A: above 89.9%.

LaunchPad LearningCurve: There will be 8 online LearningCurve exercises aimed at introducing concepts and facilitate learning before a topic is covered in class lectures and examples. These are adoptive learning assignments, where students are expected to apply what they are reading (have already read) in the textbook. Students will continue to answer questions until a certain level of proficiency with the material is reached. These exercises will include mostly questions at the Remembering and Understanding level of learning (according to Bloom’s taxonomy). All LearnSmart assignments will be completed via Canvas using Worth’s LaunchPad assignments.

Homework Assignments: There will also be 8 “homework assignments” that include questions and problems at higher levels of learning such as Applying and Analyzing (according to Bloom’s taxonomy). These assignments will be completed using LaunchPad assignments via Canvas. Note that only your highest score out of two attempts will count towards your final grade. Each homework assignment will also be available after the due date for practice purposes.

Written Homework Assignments: Throughout the semester, there will be 3 more extensive written assignments, designed to allow students to practice how to solve equations and interpret graphical presentations. Each assignment will posted on Canvas and introduced in at two classes prior to its due date. All homework assignments must be turned in at the beginning of class unless other arrangements have been made with the instructor prior to the due date.

Exam Format: There will be three written exams during the semester. All exams are closed book and will be a combination of multiple choice questions, short answer questions, and longer numerical problems. Quantitative problem-solving questions will dominate the value of exams. Each of the exams will cover the stated chapters, though subsequent material will be based on core concepts covered earlier in the course.
Course Policies:

Late or missed work: Note that late or missed assignments or exams will NOT be accepted unless it is the result of: participation in University sanctioned activities and programs; personal illness; and/or other compelling circumstances (written documentation of the reason is required).

Attendance and participation: Attendance and active participation is the best way to fully maximize your learning potential, and you are expected to attend all class sessions. Students are expected to read the course materials before each class, and come prepared to discuss the material in class. I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. Even if you do miss class, you are still responsible for the material covered and are expected to obtain class notes from other students in the class.

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: The UNC Charlotte Code of Student Academic Integrity will be actively enforced in this course. The code forbids cheating, fabricating or falsifying information, submitting academic work for multiple requirements, plagiarizing, abusing academic materials, and complicity in academic dishonesty. Any special requirements or permissions regarding academic integrity will be stated by the instructor and are binding on you. You are expected to report cases of academic dishonesty to the course instructor. Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Disability accommodation: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Withdrawals: Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.
Title IX reporting obligations: UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. Please be aware that many UNC Charlotte employees, including all faculty members, are required reporters. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.

Sexual harassment in web-based or web-assisted courses: All students are required to abide by the UNC Charlotte Sexual Harassment Policy and the policy on Responsible Use of University Computing and Electronic Communication Resources. Sexual harassment, as defined in the UNC Charlotte Sexual Harassment Policy, is prohibited, even when carried out through computers or other electronic communications systems, including course-based chat rooms or message boards.

Revision of the syllabus during the semester: The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class, by written or email notice, or by changes to this syllabus posted on the course Canvas site.

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.
<table>
<thead>
<tr>
<th>Mon</th>
<th>Topics covered:</th>
<th>Tue</th>
<th>Topics covered:</th>
<th>Wed</th>
<th>Topics covered:</th>
<th>Thur</th>
<th>Topics covered:</th>
<th>Fri</th>
<th>Topics covered:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/28</td>
<td>Memorial Day no class</td>
<td>5/29</td>
<td>Ch 3: Surpluses and Government Interventions</td>
<td>5/30</td>
<td>Exam 1: Chapters 2 - 3</td>
<td>5/31</td>
<td>Ch 4: Consumer choices and Utility maximization</td>
<td>6/1</td>
<td>Ch 4: Indifference curves and consumer trade-offs</td>
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<td>6/4</td>
<td>Ch 4: Budget Constraints and Optimal Choices.</td>
<td>6/5</td>
<td>Ch 6: Production functions in the short-run.</td>
<td>6/6</td>
<td>Ch 6: Production functions in the long-run and isoquant curves</td>
<td>6/7</td>
<td>Ch 6: Minimizing costs - isocost lines and returns to scale</td>
<td>6/8</td>
<td>Ch 7: Different cost and profit classifications</td>
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<td>6/11</td>
<td>Ch 7: Total, average and marginal cost curves.</td>
<td>6/12</td>
<td>Ch 7: Long run vs Short-run cost curves.</td>
<td>6/13</td>
<td>Exam 2: Chapters 4 - 7</td>
<td>6/14</td>
<td>Ch 8: Competitive Markets and profit maximization</td>
<td>6/15</td>
<td>Ch 8: Competitive Markets and cost curves</td>
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<td>6/18</td>
<td>Ch 8: Competitive Markets and “the Invisible Hand”</td>
<td>6/19</td>
<td>Ch 9: Market Power and Monopoly firms</td>
<td>6/20</td>
<td>Ch 9: Marginal Revenue and profit maximization.</td>
<td>6/21</td>
<td>Ch 9: Surpluses and Marker power.</td>
<td>6/22</td>
<td>Ch 10 Price Discrimination and pricing strategies.</td>
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<td>6/25</td>
<td>Ch 10: Pricing Strategies and Wrap-up</td>
<td>6/26</td>
<td>Study Day</td>
<td>6/27</td>
<td>Exam 3 8:00 – 10:30 am. Chapters 8-10</td>
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† Indicates dates when a LaunchPad LearningCurve assignment is due at 9:45 am.

* Indicates dates when a LaunchPad Homework assignment is due at 9:45 am.

Note that last date to drop classes is Monday, June 11th.