ECON 2102  
Section 6  
Principles of Microeconomics  
Fall 2014  
Tuesday and Thursday, 11:00am – 12:15pm  
Cameron Room 101  
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. If a test is missed, the standard procedure will be to calculate the course grade 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 questions, and will be taken on opscan computer-graded forms that will be provided. 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 expected to remain in the classroom 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, Dec 9, 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 four absences, your grade will not be adjusted for attendance. If you have more than four absences, your final grade will be reduced by one-half point for every absence greater than four.

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.

**Week 1 – 8/19, 8/21**
Overview of Course, Syllabus, Introduction, etc.
Chapter 1: Economics: The Core Issues

**Week 2 – 8/26, 8/28**
Chapter 1: Continued
Chapter 2: The U.S. Economy, A Global View
Chapter 3: Supply and Demand
Week 3 – 9/2, 9/4
Chapter 3: (cont)
Chapter 4: The Role of Government

Week 4 – 9/9, 9/11
Chapter 5: Consumer Choice

Week 5 – 9/16, 9/18
Review
Test

Week 6 – 9/23, 9/25
Chapter 6: Elasticity

Week 7 – 9/30, 10/2
Chapter 7: The Costs of Production

Week 8 – 10/7, 10/9
Student Recess
Chapter 8: The Competitive Firm

Week 9 – 10/14, 10/16
Chapter 8: (cont)
Chapter 9: Competitive Markets

Week 10 – 10/21, 10/23
Review
Test

Week 11 – 10/28, 10/30
Chapter 10: Monopoly
Chapter 13: Natural Monopolies

Week 12 – 11/4, 11/6
Chapter 11: Oligopoly
Chapter 12: Monopolistic Competition

Week 13 – 11/11, 11/13
Chapter 16: The Labor Market
Chapter 17: Labor Unions
Week 14 – 11/18, 11/20
Chapter 19: Taxes – Equity Vs. Efficiency
Chapter 20: Transfer Payments - Welfare and Social Security

Week 15 – 11/26, 11/28
To Be Determined

Week 16 – 12/2
(LAST CLASS)
Review

TEST SCHEDULE
   Test 1 - Thursday, September 18
   Test 2 - Thursday, October 23

   Final Exam –
   Tuesday, December 9  11:00 am to 1:30 pm.