

Syllabus for ECO201-001, Fall 2017

- Course:** Principles of Economics I (Microeconomic Principles)
- Instructor:** Kenneth Tester
- Lecture:** 8:00-8:50am, Monday, Wednesday, and Friday , Room 191 Gatton College of B&E
- Office:** 223K Gatton College of Business and Economics
- Email:** kenneth.tester@uky.edu
- Course:** Website in Canvas
- Office Hours:** Tuesday and Thursday: 2:00-3:30pm or by appointment

Course Objectives

This course will provide an introduction to the principles of microeconomics. We will consider the basic tools of economic theory used to study markets, individual consumer behavior, and the behavior of firms. We will examine how markets work and how supply and demand interact to determine prices. We will also study what happens when markets fail and the role of the government in market activity. The economic tools that we acquire in this course are applied by managers in the business sector, policy makers in the government sector, and economic researchers in the academic arena. Students successfully completing this course should leave with an understanding of these basic economic principles and their applicability to real world situations. You should also be able to incorporate the tools of economic analysis into your own decision-making processes as you weigh costs and benefits to make choices.

Student Learning Outcomes

Microeconomics provides a set of tools for understanding, predicting, and evaluating individual choices and societal resource allocation. By achieving the following learning outcomes, students will be able to make better decisions with the resources they control, be better equipped to explore policy issues, be prepared for further study in economics, and discover how the study of economics can enhance their intellectual exploration of the world.

-
- LO 1. Explain how economists use the scientific process to expand understanding of individual decision-making, market outcomes, and government policies, and apply the process by practicing curiosity and hypothesis testing.
 - LO 2. Choose and use appropriate concepts and models to analyze and to evaluate individual choices, market outcomes, and government policies in diverse settings.
 - LO 3. Develop quantitative reasoning skills by working with equations and graphical models and by understanding the need for empirical methods that distinguish causation from correlation.
 - LO 4. Identify the assumptions underlying models, and connect the assumptions to particular theoretical results and/or observed conditions.
 - LO 5. Discuss economic issues in ways that promote mutual understanding and inquiry, demonstrating fluency in basic economic terminology and tools as well as explaining economic reasoning and methods to, and incorporating insights and information from non-economists.

Required Text and Materials: You need three items for this course.

(1) Principles of Microeconomics, by Mankiw, N. Gregory 8th edition, Cengage Learning and Access to the Mindtap course website. Multiple purchase options:

a) UK Bookstore

Option 1: Loose leaf copy with MindTap Access code (also has the ebook) - \$177.00

Option 2: Electronic copy with full access to MindTap, including an eBook - \$130.00

b) Direct from publisher (less expensive) <http://services.cengagebrain.com/course/site.html?id=1951817>

(Try another browser if it doesn't work on one – I know it sometimes doesn't work on Safari)

Option 1: Loose leaf copy with MindTap Access code (also has the ebook) - \$117.00

Option 2: Electronic copy with full access to MindTap, including an eBook - \$82.88

Temporary Option:

Free Trial access until September 13th

This gives you plenty of time for those awaiting financial aid.

You should be able to complete your online assignments until then – NO EXCUSES.

(2) Course Note-Taking Packet:

Highly Recommended: This packet is designed for ECO201 at the University of Kentucky that may be purchased at Johnny Print on South Limestone. We will use the packet in class everyday so be sure to bring it with you for note-taking. The packet also contains numerous practice activities and problems that I encourage you to complete throughout the semester. Completing practice questions is a vital means to assist you in learning the material. Practice questions provide feedback about your personal level of understanding and feedback to me about the overall level of understanding in the class. The packet costs \$26.35 and you can use Plus cards and other student vouchers at Johnny Print.

Additional Resources

Articles:

Articles from newspapers and magazines will be assigned and discussed throughout the semester. You will find that the outside articles we read will help you immensely in understanding the real-world applications of the economic analysis that we learn in class. If you miss class, handouts used during class may be found on the Canvas Website. Lecture outlines and announcements may also be found on the Canvas site.

LEAP:

The Gatton College of Business and Economics provides free tutoring for students who are taking ACC201, ACC202, ECO201, and ECO202 in the Lab for Economic and Accounting Proficiency (LEAP). The lab is located in room 251 (Econ) and 247,249, and 253 (Accounting) of the Gatton College of Business and Economics. I encourage you to use these tutorial services and you may want to use the extra problem sets and keys provided in the lab. The lab is open from 10:00 a.m. to 8:00 p.m. Monday through Thursday and from 10:00 a.m. to 3:00 p.m. on Friday.

Canvas:

Immediately following each class period, announcements made in class will be posted on the web site. Also, notes displayed on the overhead will be made available on a day-to-day basis on the web site. If you miss class, this is the first place to go to determine what you have missed and what you need to do to get "caught up." Sending an email to me to find out what the announcements and assignments were for the missed class period would be inappropriate.

The Study:

The university also offers free peer tutoring in over 50 introductory level courses including ECO201 in Donovan Hall. website: <https://www.uky.edu/thestudy>

Course Outline and Related Readings from the Mankiw Text

The Language of Economics

- | | Related Reading from Mankiw Text |
|--|---------------------------------------|
| I. Ten Principles of Economics | (Chapter 1, pages 3-18) |
| II. Thinking like an Economist and Math Review | (Chapter 2 and Appendix, pages 19-45) |

Interdependence and the Gains from Trade

- | | |
|---|--------------------------|
| III. Interdependence and the Gains from Trade | (Chapter 3, pages 47-61) |
|---|--------------------------|

How Markets Work

- | | |
|---|----------------------------|
| IV. The Market Forces of Supply and Demand | (Chapter 4, pages 65-88) |
| V. Elasticity and Its Application | (Chapter 5, pages 89-110) |
| VI. Supply, Demand, and Government Policies | (Chapter 6, pages 111-131) |

Markets and Welfare

- | | |
|--|--|
| VII. Consumers, Producers, and the Efficiency of Markets | (Chapter 7, pages 135-153) |
| VIII. The Costs of Taxation | (Chapter 8 Application, pages 155-170) |
| IX. International Trade | (Chapter 9 Application, pages 171-192) |

The Economics of the Public Sector

- | | |
|---|-----------------------------|
| X. Externalities (and Asymmetric Information) | (Chapter 10, pages 195-214) |
| XI. Public Goods and Common Resources | (Chapter 11, pages 215-231) |
| XII. The Design of the Tax System | (Chapter 12, pages 233-255) |

Firm Behavior and the Organization of Industry

- | | |
|-----------------------------------|------------------------------|
| XIII. The Costs of Production | (Chapter 13, pages 259-277) |
| XIV. Firms in Competitive Markets | (Chapter 14, pages 279-298) |
| XV. Monopoly | (Chapter 15, pages 299 -327) |
| XVI. Monopolistic Competition | (Chapter 16, pages 329-346) |
| XVII. Oligopoly | (Chapter 17, pages 347-369) |

Evaluation Criteria:

Your final grade for the course is based on the distribution below. Your grade will then be determined on a standard 100 point scale. A: 90% to 100%, B: 80%-89%, C: 70%-79%, D: 60%-69%, E: 59% and below. If I feel that a curve is necessary it will be determined separately for each exam. Grading in the course will be based upon daily in class quizzes and assignments, online assignments in Canvas, three midsemester exams and a cumulative final exam. Exam questions will reflect information and ideas presented both in lecture and the assigned readings.

Task	% of Course Grade
In Class Concept Checks	15%
Direct from Text Homework and Assignments in Canvas	15%
Exam I	15%
Exam II	15%
Exam III	15%
Final Exam (Cumulative)	25%
Total	100%

Concept Checks:

One of my goals for the semester is to encourage such behaviors as preparedness, attendance, attention, and participation. The in class concept checks are designed to facilitate this goal. During the semester I will give somewhere between 15-20 concept checks and drop the lowest 20% of your scores. **Since a large number of grades may be dropped, I do not give “make-up” work. So if you miss, even for an excused reason, there is not a concept check.** Concept checks may cover the previous class lecture, the reading assignment for the day, something we have just completed discussing in class, or questions from practice assignments. They may also take the form of short writing assignments and homework problem sets. Some checks will be announced while others will come to you as a surprise.

Direct From Text Homework and Canvas Homework:

Reading and comprehending the reading assignments is also crucial for successful performance in the course. Additionally, applying the content through the completion of practice questions is vital for the learning process. 15% of your grade in the course will be based on questions on the reading (“Direct from text homework”) and additional questions based on the lecture content. These questions may all be found in canvas and are completed and submitted electronically. You will be allowed to drop a maximum of 2 lowest scores each for the canvas based assignments and direct from text homework. That means a total of 4 dropped assignments.

Practice Homework/Assignments (Not Graded):

There will be additional practice questions available on canvas that can be completed and submitted online. For each chapter, there will be two different sources for the practice assignments: 1) Some questions are embedded in canvas and 2) other questions are available via an external link to Aplia through Mindtap all available through Canvas.

Exams:

There will be three midsemester exams and a cumulative final exam. Review questions with keys may be found in the supplemental course packet and old exams with keys may be found in Canvas. Additional review lists will be made available to all students prior to exams and some review time will be offered during the class period before the exam. The dates for the exams are shown in the schedule on the last page of the syllabus. **If you need to reschedule the final exam because of a conflict, university regulations require that you submit your request in writing to me two weeks before the date of the final exam.**

Makeup Exams:

Makeup exams are given only for excused absences or if the student has obtained the instructor's prior approval. If you miss an exam with an unexcused absence you will receive a zero for the exam. The University defines the following as excused absences: illness of the student or serious illness of a member of the student's immediate family; death of a member of the student's immediate family; University sponsored trips; or major religious holidays. In each foreseen case, written verification will be required at least one week before the scheduled exam and permission to miss an exam must be secured before the scheduled exam time unless the cause of the absence is unforeseen. **If you miss an exam for an unforeseen reason you should contact me as soon as you are physically able to send an email.** The makeup exam will be held at one time during the week following the regularly scheduled exam time. While the difficulty level will not differ from the regular exam, the makeup exam will be more heavily weighted toward an essay format to expedite administering and returning the exam.

Returning Exams and Appeal Procedure

Graded exams will be returned one week after the scheduled day of the exam. This amount of time is necessary since the exams will include short answer and essay questions in addition to multiple choice questions. Anyone feeling that a dispute exists after the grading of an exam may submit a written grievance. This grievance should identify the item in dispute and arguments supporting the student's position. The appeal should be stapled to your exam and must be submitted within two class periods following the return of the assignment. The instructor agrees to return a written response to the student's grievance within two class periods from receipt of the grievance.

Policy on Academic Accommodations Due to Disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center. The DRC Address is 725 Rose Street, Multidisciplinary Science Building (the building between the T. H. Morgan Building (Biological Sciences) and the College of Nursing), Suite 407. The phone number is 257-2754 and the Director is David Beach dtbeac1@uky.edu.

Cheating

Cheating is in no way tolerated at The University of Kentucky. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chairman of the Department of Economics. The minimum penalty is an "E" for the course. I require two stipulations to reduce the potential for cheating. You may not wear a hat with any sort of bill in front during exams and you may not use a calculator during exams. Additionally, if you are found to have a cell phone out during an exam you will automatically receive a zero for that exam. Also note that providing falsified documentation for an excused absence is a serious academic infraction that can result in severe academic penalty.

Course Expectations

Preparation:

Students are expected to read assigned material prior to class and participate in class discussion and activities. Do not be afraid to participate because of the size of the class and if you have a question, never let it go unanswered. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via email. Being prepared also means going through the notes from one class period before coming to the next class period. If you look at the new material at least once within forty-eight hours of first seeing it, you will learn the material more thoroughly and studying for the exam will be easier.

Attendance:

I will not take attendance, however, consistent attendance is essential for acceptable performance in the course. Many students find economic concepts difficult to grasp. Missing class will only make the process of absorbing this material more difficult. I will also present material in class that may not be found in the text. If you find yourself falling behind or you are having problems with the material, I encourage you to come to me for assistance. My posted office hours list the times that you are guaranteed to find me in my office. However, if you have a conflict, you may arrange a meeting time outside of office hours.

Being Courteous:

- If you do plan to attend class, be on time and do not leave until class is dismissed. Late arrivals and early departures are very disruptive to your fellow students and to me. If you have a long walk to get to this class from another, let me know in advance. If you need to step out of the room for a bit, please leave and return to the classroom as quietly as possible.
- Please avoid carrying on private conversations during class. This behavior shows disrespect for your classmates who would like to hear the lecture and it can have a negative impact on the learning experience of the entire class.
- Please keep cell phones on silent. It is very disruptive to your peers and to me to have a cell phone ring during class. I don't plan on strictly forbid cell phone usage, but please be respectful with your usage. If it becomes a problem I will ask you to keep them away.
- You may use laptops only for purposes of note-taking. If you are caught using your laptop for any purpose other than note-taking you will no longer be permitted to use your laptop in class.

Semester Calendar

Fall 2017		
Monday	Wednesday	Friday
	August 23 rd	August 25 th Information Sheet Due
August 28 th	August 30 th	September 1 st
September 4th No Class: Labor Day	September 6 th	September 8 th
September 11 th	September 13 th	September 15 th
September 18 th	September 20 th	September 22nd EXAM 1
September 25 th	September 27 th	September 29 th
October 2 nd	October 4 th	October 6 th
October 9 th	October 11 th	October 13 th
October 16 th	October 18 th	October 20th EXAM II
October 23 rd	October 25 th	October 27 th
October 30 th	November 1 st	November 3 rd
November 6 th	November 8 th	November 10 th
November 13 th	November 15 th	November 17th EXAM III
November 20 th	November 22nd Thanksgiving Holiday - No Class	November 24th Thanksgiving Holiday - No Class
November 27 th	November 29 th	December 1 st
December 4 th	December 6 th	December 8 th Last Day of Class

Final exam: Wednesday, December 13th from 1:00-3:00 pm.