

## COURSE INFORMATION

**INSTRUCTOR:** Jason R. Davis  
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**CLASS MEETINGS:** Class will meet in CCC 322 on Tuesdays, Thursdays and Fridays from 9:00 to 9:50. Any changes will be announced in advance, when possible, or posted on the classroom door.

**OFFICE HOURS:** Office hours will be held on Tuesdays and Thursdays from 1:00 to 3:00. Additional office hours are available by appointment.

**TEXTS:** The primary text for this course is Modern Principles: Microeconomics, 3<sup>rd</sup> edition, by Cowen and Tabarrok.

**ONLINE LEARNING TOOLS:** Our course website is available on LaunchPad which includes an e-text, copies of lecture slides, online homework assignments, and a variety of other learning tools. Students must register with LaunchPad by the second week of class which requires a payment of \$30. Specific instructions will be sent via email and discussed in class.

**COURSE DESCRIPTION:** This course is designed to give students an introduction to Microeconomics. My goal is that students not only learn the terminology and basic methods used by microeconomists, but also begin learning how to apply economic reasoning in analyzing real-world events. Topics covered during the course will include supply and demand analysis; economic behavior under competition, monopoly, and other market structures; and the role of government and policy applications.

**LEARNING OBJECTIVES:** Upon successful completion of this course, students will be able to:

- Define microeconomic terms and concepts.
- Perform and use microeconomic measurements to analyze rational decision making.
- Solve profit maximization problems using basic mathematical and graphical tools.
- Describe how equilibrium outcomes are influenced by changing market, social, and government forces.

The learning objectives for this course contribute toward the broader learning objectives of the general education curriculum and both the Social Science and Business Economics options within the Economics major. See page 3 for more details on these broader learning objectives. Achievement of the above learning objectives will be assessed at the end of the course using a set of questions on the final exam. The School of Business & Economics will aggregate and analyze the data as part of a continuous effort to improve our programs.

**ASSIGNMENTS:** All assignments will be completed on the LaunchPad website. For each chapter, students must complete a 'LearningCurve' assignment and a graded homework assignment. In the LearningCurve assignments, students accumulate points for correct answers until they have reached their target point value; you will receive credit for successfully completing these assignments. Each question provides instant feedback on your performance and allows students to learn from their mistakes. The graded assignments each have ten questions and you will be graded based on your performance. Your lowest two scores for each type of assignment will be dropped. The remaining assignments will collectively count for 25% of your final grade.

**MISSED QUIZZES/EXAMS:** Generally, I will not allow any make-ups for missed assignments and/or exams. If you have a verifiable emergency which prevents you from taking a quiz or exam, these will be dealt with on a case-by-case basis. If possible, you must notify me of such an emergency 24 hours in advance.

**EXAMINATIONS:** There will be four exams, including a cumulative final. The lowest exam score from the first three exams will be dropped; the remaining two exams and the final exam will each account for 25% of your final grade. Non-programmable, non-text calculators are allowed during exams. For students whose native language is not english, published translation dictionaries (books) are allowed during quizzes and exams, but not electronic translators. Any evidence of academic misconduct, such as cheating on an assignment or an exam, will be aggressively pursued following University procedures.

**Exam Dates: Thursday, February 14**

**Thursday, March 14**

**Tuesday, April 25**

**Final Exam: Monday, May 13, 8:00-10:00 AM**

**FINAL GRADES:** There will be a total of 400 points possible during the course.

LearningCurve Assignments 50 points

Graded Assignments 50 points

Unit Exams (2@100 points each) 200 Points (lowest of the three unit exam scores is dropped)

Final Exam 100 points

I expect the grading scale to be as follows, though I may choose to use a more generous curve, based on the performance of the class.

A	93-100%	372-400 points
A-	90-92.9%	360-371 points
B+	86-89.9%	344-359 points
B	82-85.9%	328-343 points
B-	79-81.9%	316-327 points
C+	76-78.9%	304-315 points
C	72-75.9%	288-303 points
C-	69-71.9%	276-287 points
D+	66-69.9%	264-275 points
D	60-65.9%	240-263 points
F	0-59%	0-239 points

**TENTATIVE COURSE SCHEDULE:** The planned schedule of topics, along with reading assignments from the text, is listed below:

### **I Supply and Demand**

Chapter 1 The Big Ideas

Chapter 3 Supply and Demand

Chapter 4 Equilibrium: How Supply and Demand Determine Prices

Chapter 5 Elasticity and its Applications

### **II Government Intervention**

Chapter 8 Price Ceilings and Floors

Chapter 6 Taxes, and Subsidies

Chapter 10 Externalities: When Prices Send the Wrong Signals

Chapter 19 Public Goods and the Tragedy of the Commons

### **III Market Theory**

Chapter 25 Consumer Choice

Chapter 11 Costs and Profit Maximization under Perfect Competition

Chapter 13 Monopoly

### **IV Market Applications**

Chapter 14 Price Discrimination

Chapter 15 Oligopoly and Game Theory

Chapter 17 Monopolistic Competition and Advertising

## **UWSP GENERAL EDUCATION PROGRAM MISSION STATEMENT**

The General Education Program provides the framework of a liberal education, equipping students with the knowledge and skills to facilitate intellectual and personal growth, pursue their advanced studies, and improve the world in which they live.

### **General Education Social Science Learning Objectives**

- Define the major concepts and methods used by social scientists to investigate, to analyze, or to predict human or group behavior.
- Explain the major principles, models, and issues under investigation by the social sciences.
- Examine how the individual or groups of individuals are influenced by social, cultural, or political institutions both in their own culture and in other cultures.

## **UWSP SCHOOL OF BUSINESS & ECONOMICS MISSION STATEMENT**

The UWSP School of Business & Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, businesses, economy and people of the greater Central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

### **AACSB - SBE Common Core Learning Objectives:**

- Students will be able to apply core concepts, models and methods from business, accounting and economics in identifying and solving problems.

### **Economics – Social Science Learning Objectives:**

- Students will be able to define economic terminology appropriately.
- Students will be able to perform common economic measurements and identify their limitations.
- Students will be able to use economic models to identify equilibrium outcomes and perform comparative statics.