

COURSE INFORMATION

INSTRUCTOR: Jason R. Davis
Office: CPS 414
Phone: (715) 346-4598
Email: jdavis@uwsp.edu

HOW TO CONTACT YOUR INSTRUCTOR: Most of our interaction will take place online. Should you have any questions, there will be a discussion forum on D2L titled 'Raise your hand' where you can post questions and view all questions and answers from students in the class. If you prefer, you can email me with questions and I will respond directly to your email as well as post the question and answer in the discussion forum so that all students have access to the same information. I am also very willing to meet with you in person if you are in the Stevens Point area, over the phone, or through video chat; please email me with some suggested times so that we can schedule an appointment to meet, call, or video chat.

TEXTS: The primary text for this course is Modern Principles: Microeconomics, 3rd ed. by Cowen and Tabarrok. The textbook is available through the UWSP text rental system and an e-text is also included on our course website.

ONLINE LEARNING TOOLS: Our course website is available on LaunchPad which includes an e-text, online homework assignments, and a variety of other learning tools. In addition, lecture videos for each chapter as well as feedback on homework and exams will be posted to D2L. Students must register with LaunchPad by the third day of class (the first set of assignments are due Friday night) which requires a payment of \$30. Specific instructions will be sent via email.

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: Most assignments will be completed on the LaunchPad website. There is an extra credit discussion assignment on D2L to allow students to introduce themselves which is due by Friday of the first week of class. 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. The Learning Curve and graded assignments will be due on Fridays during the week each chapter is assigned. Your lowest two scores for each type of assignment will be dropped. The remaining assignments will collectively count for 20% of your final grade.

EXAMINATIONS: There will be three unit exams as well as a cumulative final exam, each of which will account for 20% of your final grade. Each exam will have 40 multiple choice questions; students must complete the exam within two hours of when they begin.

MISSED QUIZZES/EXAMS: Generally, I will not allow any make-ups for missed assignments and/or exams. You are expected to ensure that you complete all assignments and exams on time. Missing an assignment due to poor planning or technical issues other than our website crashing are not acceptable excuses. 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.

FINAL GRADES: There will be a total of 500 points possible during the course.

LearningCurve Assignments	50 points
Graded Assignments	50 points
Exams (4@100 points each)	400 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%	465-500 points
A-	90-92.9%	450-464 points
B+	86-89.9%	430-449 points
B	82-85.9%	410-429 points
B-	79-81.9%	395-409 points
C+	76-78.9%	380-394 points
C	72-75.9%	360-379 points
C-	69-71.9%	345-359 points
D+	66-69.9%	330-344 points
D	60-65.9%	300-329 points
F	0-59%	0-299 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.