

University of North Texas at Dallas
Spring 2012
SYLLABUS

ECON 1100D: Principles of Microeconomics 3Hrs	
Department of	Business
Division of	Urban & Professional Studies
Instructor Name:	Jasook Kwon
Office Location:	DAL2-302
Office Phone:	
Email Address:	Jasook.kwon@unt.edu
Office Hours:	W 11:20am-1:00pm TH 6:00pm-6:50pm or by appointment
Virtual Office Hours:	NA
Classroom Location:	DAL2 308
Class Meeting Days & Times:	M W 10:00am- 11:20am
Course Catalog Description:	Principles of Microeconomics. Business organization and market economy; theory of the firm; techniques of economic analysis in current economic problems; comparative economic systems. Satisfies the Social and Behavioral Sciences requirement of the University Core Curriculum.
Prerequisites:	None
Co-requisites:	None
Required Text:	Campbell R. McConnell & Stanley L. Brue. Economics 19/e. McGraw-Hill, 2011
Recommended Text and References:	None
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-3625; web: http://www.unt.edu/unt-dallas/library.htm UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fhg.follett.com
Course Goals or Overview:	The goal of this course is to develop an understanding of the economic principles of consumer and firm decision making.
Learning Objectives/Outcomes:	At the end of this course, the student will
1	Demonstrate a basic understanding of the implications of the "economic problems"
2	Demonstrate a basic understanding of demand and supply analysis and be able to use the technique to analyze economic problems.
3	Understand the theory of the consumer
4	Understand the theory of the firm
5	Understand resource market
6	Understand the public policy implications of economic issues such as government regulation, agricultural policy, energy, health care, immigration, and international trade

Course Outline

TOPICS	TIME LINE
Chapter 1: Limits, Alternatives, and Choices (+ Appendix)	Week of 1/16
Chapter 2: The Market System and the Circular Flow Chapter 3: Demand, Supply and Market Equilibrium	Week of 1/23
Chapter 3: Demand, Supply and Market Equilibrium (+Appendix) Chapter 4: Elasticity	Week of 1/30
Assignment 1 is due 10:00 am, Mon. 2/6 (submit your hard copy in the class) Chapter 4 Elasticity Review for Exam 1	Week of 2/6
Midterm Exam 1 (Monday 2/13) Chapter 5: Market Failure: Public Goods and Externalities	Week of 2/13
Chapter 5: Market Failure: Public Goods and Externalities Chapter 6: Consumer Behavior	Week of 2/20
Chapter 6: Consumer Behavior (+ Appendix) Chapter 7: Businesses and the Costs of Production	Week of 2/27
Assignment 2 is due 10:00 am, Mon. 3/5 (submit your hard copy in the class) Chapter 7: Businesses and the Costs of Production Review for Exam 2	Week of 3/5
Midterm Exam 2 (Monday 3/12) Chapter 8: Pure Competition in the Short Run	Week of 3/12
No class ---- Spring Break!	Week of 3/19
Chapter 8: Pure Competition in the Short Run Chapter 9: Pure Competition in the Long Run	Week of 3/26
Chapter 9: Pure Competition in the Long Run Chapter 10: Pure Monopoly	Week of 4/2
Chapter 10: Pure Monopoly Chapter 11: Monopolistic Competition and Oligopoly	Week of 4/9
Assignment 3 is due 10:00 am, Mon. 4/16 (submit your hard copy in the class) Chapter 11: Monopolistic Competition and Oligopoly (+ Appendix) Review for Exam 3	Week of 4/16
Midterm Exam 3 (Monday 4/23) Chapter 12: The Demand for Resources	Week of 4/23
Chapter 13: Wage Determination (+ Appendix) Review	Week of 4/30
Final Exam (comprehensive):10:00 am -- 12:00pm, Wednesday, May 09, 2012	Final week

Important dates

Monday 1/30: Last day to drop a course (not withdrawing from the semester). After this day, the consent of the instructor is required to drop the course.

Friday 2/24: Last day to drop a course or withdraw from the semester with a grade of W.

Monday 3/19 ~ Sunday 3/25: Spring Vacation –classes do not meet.

Thursday 3/29: Last day for a student to drop a course with the consent of the instructor

Saturday 5/5 ~ Friday 5/11: Final week

Friday 5/11 Term ends.

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Exams:

- Midterm 1: Monday, February 13, 2012
- Midterm 2: Monday, March 12, 2012
- Midterm 3: Monday, April 23, 2012
- Final: 10:00 am--12:00pm, Wednesday, May 09, 2012

Assignments

Assignments should be submitted on time. 50% late submission penalties will be applied for overdue submission. Assignments will be posted two weeks before the due in the blackboard. Please bring your hard copy to the class and submit it to instructor before the class.

- Assignment 1: Monday, February 6
- Assignment 2: Monday, March 12
- Assignment 3: Monday, April 23

Grading Matrix:

Instrument	Value (points)	Total
Midterms	3 midterms at 50 points each	150
Assignments	3 assignments 50 points each	150
Final	1 final at 100 points	100
Total		400

Grade Determination:

- A = 360 points and above; i.e. 90% or better
- B = 320 – 359 points ; i.e. 80 – 89 %
- C = 280 – 319 points ; i.e. 70 – 79 %
- D = 240 – 279 points; i.e. 60 – 69 %
- F = 239 points or below; i.e. less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call Laura Smith at 972-780-3632.

Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

Assignment Policy:

Assignment should be submitted on time. 50% late submission penalties will be applied for overdue submission except for documented emergencies (See Student Handbook).

Exam Policy:

Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

In addition, all academic work submitted for this class, including exams, papers, and written assignments should include the following statement:

On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.

Bad Weather Policy:

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Office of Student Life as the instructor deems appropriate.

Optional Policies:

- Use of WebCT/Blackboard
- Use of Cell Phones & other Electronic Gadgets in the Classroom
- Food & Drink in the Classroom
- Use of Laptops
- Grade of Incomplete, "I"

Faculty Syllabi Statement

The University of North Texas Dallas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of

their need for accommodation and in providing authorized documentation through designated administrative channels. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call 972-780-3632.

The Department of BLANK is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the department will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Student Life and to inform me of your need for an accommodation. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNTD Policy 7.004, [Disability Accommodations for Students](#), and by visiting Student Life, building 2, Suite 200. 972-780-3632, studentlife@unt.edu.