Course Objectives: This course provides an introduction to microeconomics, which is the study of decisions made by households, firms and government and how those decisions determine prices in the market. No previous economic study is required for this course. A reasonable level of algebra and geometry will be very useful in understanding and applying the economics tools learned throughout the course.

Required Book:

WebCampus: There is a class web site available through the University WebCampus. To access the class page through WebCampus, go to https://wcl.unr.edu/ and login using your UNR NetID for the username and your NetID password for the password. You should be able to see this course in the course list after you login. I’ll put course related material (Powerpoint slides, assignments, announcements, interesting articles, etc.) on the web site so you should check this site regularly.

Grading: The course grade is based on attendance (5%), three homework exercises (15% each, one with the lowest score will be dropped), two midterm exams (30% each, one with the lowest score will be dropped), and a final exam (35%). Final exam is scheduled to take place on Thursday, December 12, 2013, 12:30 - 2:30pm. Attendance to all class sessions is mandatory. Absences will be noted on the days exams are handed back to students. The instructor will also take attendance on other days without prior notice. More than one recorded absence without any excuse will lead to 0 on your attendance grade. Note that disrupting the class, such as talking during class, arriving late or leaving early without an excuse could result in a “negative” attendance grade (bounded by 5% of your total grade). Your final grade will be calculated according to the following scale: 90-100%=A, 80-89=B, 70-79%=C, 60-69%=D, 59% or less=F This course uses a +/- scale for grading.
Supplemental Instructor and Teaching Assistant: William Bouldin is the Supplemental Instructor for this class who will be holding review and help sessions for students throughout the semester. You can contact William at william.e.bouldin@gmail.com. Abdoulaye Ouedraogo is the class Teaching Assistant who will be responsible for grading assignments and any other teaching related tasks. You can contact him at ouedlaye@hotmail.com.

Late Assignments and Missed Exams: Students are expected to complete the assignments by the announced due dates. Failure to do so will result in zero credit for that assignment. There will be no make-up exams without prior approval except under extremely unusual circumstances.

Math Skills: This course requires basic math skills in arithmetic, algebra, and geometry, as well as an ability to manipulate data and read graphs. The Mathematics Center (phone 784-4433) provides tutors at no charge to you, and they can help you with your math skills.

Class Courtesy: Late arrival or early departure should be an exception. These are allowed only in an emergency or with prior consultation with the instructor. Please do not prepare early for departure from the class. Please do not use cell phones or computers during class. Also, no talking in class outside of class participation.

Students with Disability: If you have a disability and will be requiring assistance, please contact me or the Disability Resource Center (Thompson Building Suite 101) as soon as possible to arrange for appropriate accommodations.

Academic Integrity: Honesty and personal integrity are key facets of the University of Nevada community. The issue of academic integrity is taken very seriously at the University and College of Business Administration. Since the majority of students take pride in total academic integrity, it is hoped that you, as a student, will take action to influence the practice of integrity in academic community. I understand that students feel pressure to perform well in their classes, and I will do everything that I can to ensure that you have the resources necessary to succeed. However, cheating on exams and course assignments will not be tolerated, and students who fail to comply with the University’s honor code will be subject to the maximum university penalties. Please visit the university website if you are unfamiliar with the actions which constitute academic dishonesty.

Academic Success Services: Your student fees cover usage of the Math Center (784-4433 or www.unr.edu/mathcenter/), Tutoring Center (784-6801 or www.unr.edu/tutoring/), and University Writing Center (784-6030 or www.unr.edu/writing_center). These centers support your classroom learning; it is your responsibility to take advantage of their services. Keep in mind that seeking help outside of class is the sign of a responsible and successful student.
Note: All College of Business pre-majors are required to complete the following nine classes in the pre-business core: ACC 201, ACC 202, ECON 102, ECON 103, ECON 261, ECON 262, IS 101, MATH 176, and MKT 210. In order to declare a business major, students must complete all courses in the pre-business core and have 2.0 university GPA. Please e-mail advising@coba.unr.edu or come to AB 409 to declare a business major.

Course Topics:

1. Scarcity, opportunity costs, budget set analysis, and tradeoffs
2. Gains from specialization and exchange, comparative advantage
3. Supply and demand – how they shift, how competitive equilibrium determines the price
4. Elasticity – point and arc (i.e., midpoint) formulae
5. Consumer and producer surplus
6. The effects of taxes, subsidies, price and quantity controls
7. Marginal analysis
8. Consumer behavior, utility maximization, income and substitution effects with budget sets (an introduction to indifference curve analysis is optional)
9. Cost curves – total, average, and marginal, short-run and long-run
10. Profit maximization and the competitive firm
11. Factor markets, derived demand and supply, distribution of income
12. Investments – net present value, risk-return tradeoff, debt versus equity, uncertainty and expected value
13. The Circular Flow Diagram, Competitive General Equilibrium, and Efficiency
14. Market Failure and Public (Government) Failure
15. Monopoly, Oligopoly, and Monopolistic Competition
16. Competition and the Prisoner’s Dilemma Model
17. Imperfect Information – adverse selection and the lemons model, moral hazard, principal-agent problem, the efficiency wage hypothesis
18. Public goods, externalities, and natural resources
Course Outline

I. Introduction to Economics, Demand and Supply Analysis
   Chapter 1 (part 1): First Principles
   Chapter 2 (part 1): Economic Models: Trade-offs and Trade
   Chapter 3 (part 2): Supply and Demand
   Chapter 4 (part 2): Consumer and Producer Surplus
   Chapter 5 (part 2): Price Controls and Quotas: Meddling with Markets
   Chapter 6 (part 2): Elasticity

   Homework 1
   Midterm Exam 1

II. Decision Making, Consumers, Producers and Perfect Markets
   Chapter 7 (part 3): Taxes
   Chapter 9 (part 4): Decision Making by Individuals and Firms
   Chapter 10 (part 5): The Rational Consumer
   Chapter 11 (part 6): Behind the Supply Curve: Inputs and Costs
   Chapter 12 (part 6): Perfect Competition and the Supply Curve

   Homework 2
   Midterm Exam 2

III. Imperfect Markets and Public Policy
   Chapter 13 (part 7): Monopoly
   Chapter 14 (part 7): Oligopoly
   Chapter 15 (part 7): Monopolistic Competition and Product Differentiation
   Chapter 16 (part 8): Externalities (if time permits)
   Chapter 17 (part 8): Public Goods and Common Resources (if time permits)

   Homework 3

Final Exam (Thursday, December 12, 2013, 12:30 - 2:30pm)