

## Syllabus – Spring 2019

Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

### Course and Instructor Information

**Course Title:** Principles of Microeconomics

**Credits:** 3

**Prerequisites:** None. Not open to students who have passed ECON 1200.

**Professor:** Dr. Steven P. Lanza

**Email:** [steven.lanza@uconn.edu](mailto:steven.lanza@uconn.edu)

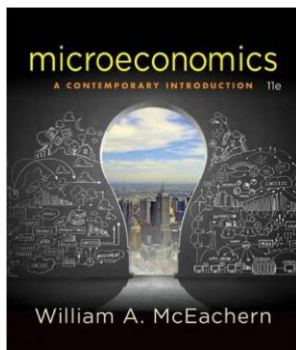
**Office:** Room 356 Stamford Campus

**Office Hours:** Tuesdays from 1:00 - 2:00 PM, and by appointment.

**Course HuskyCT Web Page:** <https://lms.uconn.edu>

**Aplia Course Link:** <https://www.cengage.com/dashboard/#/course-confirmation/48CR-VJCZ-2PFF/initial-course-confirmation>

### Course Materials



**Required course materials should be obtained before the first day of class.**

#### Required Materials:

Students are required to subscribe to the Aplia online resources and homework system. This online system includes an e-text version of ***Microeconomics: A Contemporary Introduction*** by William A. McEachern, Cengage Learning, 11th Edition, 2017. HuskyCT will provide instructions for setting up and using Aplia.

You can purchase an access card for Aplia bundled with a loose-leaf version of the textbook and an e-version of the text (ISBN 978-1305926127) from the [UConn Co-op](#). If you only want access to Aplia and the e-text, go to the course webpage in HuskyCT, click on Aplia under Course Content, click on the link to Principles of Microeconomics and follow the prompts for registration and payment. Your course enrollment includes a free trial period of up to two weeks.

*Additional course readings and media are available within HuskyCT, through either an Internet link or Library Resources*

### Course Description

This is a one-semester course in *microeconomics*. It provides a basic introduction to how individual decisions come together in a market to allocate resources. (This is as opposed to *macroeconomics* – ECON 1202 – which studies large-scale economy-wide phenomena like economic growth, business cycles, and the money supply.) The central tool of microeconomics is supply-and-demand analysis, which we will investigate in detail and apply to a variety of social issues, including price controls, taxation, and environmental policy.

## Course Objectives

By the end of the semester, students should be able to:

- Explain scarcity, opportunity cost, comparative advantage, specialization, and the role of marginal cost and marginal benefit analysis in economic decision making.
- Identify the determinants of market supply and demand, demonstrate the effect of shifts in supply and demand on equilibrium price and quantity, and discuss the implications of varying levels of price sensitivity on economic outcomes.
- Explain utility maximization and show how utility relates to the law of demand. Explain profit maximization and how production costs determine the firm's supply behavior. Distinguish between the firm's short-run and its long-run.
- Distinguish between perfect competition and imperfect competition, including monopoly, monopolistic competition and oligopoly, and be able to explain the welfare loss in non-competitive markets.
- Distinguish between private and public goods.
- Define externalities and public goods and explain the inefficiencies that result. Analyze government policies designed to mitigate these problems.

## Brief Course Outline

Class Dates	Reading	Topics
January 22, 24	Chapter 1	The Art and Science of Economic Analysis
January 29, 31	Chapter 2	Economic Tools and Economic Systems
February 5, 7	Chapter 4	Demand, Supply and Markets
February 12, 14	Chapter 5	Elasticity of Demand and Supply
February 19*, 21	Chapter 6	Consumer Choice and Demand
February 26		<b>Exam 1 (Chapters 1, 2, 4, 5, 6)</b>
March 5, 7	Chapter 7	Production and Cost in the Firm
March 12, 14	Chapter 8	Perfect Competition
March 19, 21		<b>Spring Break</b>
March 26, 28	Chapter 9	Monopoly
April 2		<b>Exam 2 (Chapters 7, 8, 9)</b>
April 9, 11	Chapter 10 (skip 10-3c)	Monopolistic Competition and Oligopoly
April 16*, 18	Chapter 15-1 thru 15-3 Chapter 16	Economic Regulation, Public Goods and Public Choice
April 23, 25	Chapter 17 (skip 17-3)	Externalities and the Environment
April 30		<b>Exam 3 (Chapters 10, 15, 16, 17)</b>
May 7		<b>Final Exam</b>

\*On February 19 and April 16, we will meet via Collaborate.

## Detailed Course Outline

### Week 1: January 22, 24 **The Art and Science of Economic Analysis**

Activities	Assessments
Read Chapter 1: The Art and Science of Economic Analysis (including the Appendix)  Watch The Art and Science of Economic Analysis video  Watch Understanding Graphs video	Complete Introduction to Using Aplia (non-graded)  Take Syllabus Quiz on HuskyCT (non-graded)  Complete Aplia Chapter 1 Problem Set Due 1/27  Take Chapter 1 Quiz on HuskyCT Due 1/27

### Week 2: January 29, 31 **Economic Tools and Economic Systems**

Activities	Assessments
Read Chapter 2: Economic Tools and Economic Systems  Watch Economic Tools and Economic Systems videos, Parts I and II	Complete Aplia Chapter 2 Problem Set Due 2/3  Take Chapter 2 Quiz on HuskyCT Due 2/3

### Week 3: February 5, 7 **Supply and Demand**

Activities	Assessments
Read Chapter 4: Demand, Supply and Markets  Watch Demand, Supply and Markets videos, Parts I, II and III	Complete Aplia Chapter 4 Problem Set Due 2/10  Take Chapter 4 Quiz on HuskyCT Due 2/10

### Week 4: February 12, 14 **Elasticity of Supply and Demand**

Activities	Assessments
Read Chapter 5: Elasticity of Demand and Supply  Watch Elasticity of Demand and Supply videos, Parts I, II and III	Complete Aplia Chapter 5 Problem Set Due 2/17  Take Chapter 5 Quiz on HuskyCT Due 2/17

Week 5: February 19, 21 Consumer Choice and Demand	
Activities	Assessments
Read Chapter 6: Consumer Choice and Demand  Watch Consumer Choice and Demand videos, Parts I, II and III	Complete Aplia Chapter 6 Problem Set Due 2/24  Take Chapter 6 Quiz on HuskyCT Due 2/24

Week 6: February 26 Exam 1	
Activities	Assessments
Review all readings, videos and homework assignments for Chapters 1, 2, 4, 5, and 6.	Take Exam 1 on HuskyCT Tuesday, February 26

Week 7: March 5, 7 Production and Cost in the Firm	
Activities	Assessments
Read Chapter 7: Production and Cost in the Firm  Watch Production and Cost in the Firm videos, Parts I, II and III	Complete Aplia Chapter 7 Problem Set Due 3/10  Take Chapter 7 Quiz on HuskyCT Due 3/10

Week 8: March 12, 14 Perfect Competition	
Activities	Assessments
Read Chapter 8: Perfect Competition  Watch Perfect Competition videos, Parts I - V	Complete Aplia Chapter 8 Problem Set Due 3/17  Take Chapter 8 Quiz on HuskyCT Due 3/17

Week 9: March 19, 21 Spring Break	
Activities	Assessments
Have fun, catch up on missed material.	

Week 10: March 26, 28 Monopoly	
Activities	Assessments
Read Chapter 9: Monopoly  Watch Monopoly videos, Parts I - IV	Complete Aplia Chapter 9 Problem Set Due 3/31  Take Chapter 9 Quiz on HuskyCT Due 3/31

Week 11: April 2 Exam 2	
Activities	Assessments
Review all readings, videos and homework assignments since Exam 1 (Chapters 7, 8, and 9).	Take Exam 2 on HuskyCT Tuesday, April 2

Week 12: April 9, 11 Monopolistic Competition	
Activities	Assessments
Read Chapter 10: Monopolistic Competition and Oligopoly (skip 10-3c)	Complete Aplia Chapter 10 Problem Set Due 4/14
Watch Monopolistic Competition and Oligopoly videos, Parts I and II	Take Chapter 10 Quiz on HuskyCT Due 4/14

Week 13: April 16, 18 Economic Regulation, Public Goods and Public Choice	
Activities	Assessments
Read Chapter 15: Economic Regulation (15-1 thru 15-3 only)	Complete Aplia Chapter 16 Problem Set Due 4/21
Read Chapter 16: Public Goods and Public Choice (skip 16-4)	Take Chapter 16 Quiz on HuskyCT Due 4/21
Watch Public Goods and Public Choice videos, Parts I and II	

Week 14: April 23, 25 Externalities and the Environment	
Activities	Assessments
Read Chapter 17: Externalities and the Environment (skip 17-3)	Complete Aplia Chapter 17 Problem Set Due 4/28
Watch Externalities and the Environment videos, Parts I and II	Take Chapter 17 Quiz on HuskyCT Due 4/28

Week 15: April 30 Exam 3	
Activities	Assessments
Review all readings, videos and homework assignments since Exam 2 (Chapters 10, 15, 16 and 17).	Take Exam 3 on HuskyCT Tuesday, April 30

Week 16: December 11 Final Exam	
Activities	Assessments
Review all readings, videos and homework assignments.	Take Final Exam on HuskyCT Tuesday, December 11

## Course Requirements and Grading

### Summary of Course Grading:

Course Components	Weight
Participation	5%
Quizzes	15%
Aplia Homework	15%
Hourly Exams	30% (10% each)
Final	35%

### Grading Scale:

Grade	Letter Grade	GPA
93-100	A	4.0
90-92	A-	3.7
87-89	B+	3.3
83-86	B	3.0
80-82	B-	2.7
77-79	C+	2.3
73-76	C	2.0
70-72	C-	1.7
67-69	D+	1.3
63-66	D	1.0
60-62	D-	0.7
<60	F	0.0

### Participation

Students are expected to come to class regularly, to participate in class discussions, and to take part in small-group problem-solving activities that will involve reporting out to the larger classroom.

### Aplia Homework

Students must subscribe to Aplia, a graded, online homework system. Students can attempt up to three different versions of each question and will receive immediate grading and feedback (multiple attempts are averaged for a final score). Note that Aplia also can and should be used for unlimited practice questions. A practice version of every homework assignment is available to you. I encourage you to try the practice questions first (which are not graded) before you attempt the graded assignment.

### Quizzes

Each week's assignment will include a timed quiz administered via HuskyCT. These will test your mastery of the

week's course content and give you a good sense of the kinds of questions to expect on the midterm and final. Quizzes will require the use of the Respondus LockDown Browser (see below).

### **Hourly Exams**

Three timed, hourly exams will be administered following the completion of 3-4 weeks of material. The hourlies will require the use of the Respondus LockDown Browser (see below). There are no makeups for missed hourly exams.

### **Final**

A timed and proctored final exam will be administered at the end of the course. The final will be comprehensive and include material from the entire course. It will also require the use of the Respondus LockDown Browser (see below).

### **Expectations for the Course and for Weekly Sessions**

This course relies heavily on educational technology (see sections below on required software and minimum technical skills). The course content will be delivered in a blended format, with online videos, access to online materials, and in-class review and problem-solving. Homework, quizzes and exams will also be completed online.

Consider the following a checklist for each weekly session:

1. Read the assigned material in the McEachern text.
2. Review the session's online video(s) in HuskyCT and try some or all of the practice Aplia questions.
3. Come to class prepared to ask questions about any material you're not clear on.
4. Complete the graded Aplia homework assignment.
5. Complete the online quiz on HuskyCT using Respondus Lockdown Browser.

### **Due Dates and Late Policy**

All course due dates are identified above and in HuskyCT and Aplia. Deadlines are based on Eastern Standard Time; if you are in a different time zone, please adjust your submittal times accordingly. *The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated in an appropriate manner.*

Since each assessment is available in a window of several days with clearly stated due dates, there will be no make-ups of missed assessments except under very *unusual* circumstances. Being away and having no Internet access is **not** a valid reason.

### **Feedback and Grades**

The instructor will make every effort to provide feedback and grades in a timely manner. Expect a response to emailed questions within 24 hours. If you do not receive a response within that time, ask again. Graded materials will be returned within 48 hours after due dates, unless otherwise noted. To keep track of your performance in the course, refer to My Grades in HuskyCT and Grades in Aplia.

### **Email**

I will communicate with you via your UConn email address (usually [firstname.lastname@uconn.edu](mailto:firstname.lastname@uconn.edu)). It is your responsibility to check this email account for messages. If you have a personal email address that you prefer to use, forward your UConn email to that address.

## **Using Blackboard Collaborate for Online Meetings**

As part of the blended aspect of this course, we will complete any unfinished business from our in-class meetings during online sessions facilitated by Blackboard Collaborate, a web conferencing system. Collaborate

also allows for virtual office hours and for the possibility of meeting remotely should inclement weather or other exigencies require the cancellation of a regular class meeting.

You may join a Blackboard Collaborate session either by email invitation or through a link to our virtual classroom in HuskyCT.

For further details on participating in a Blackboard Collaborate session, please consult the Essentials for Participants and Quick Reference guides which can be found under the Collaborate link in HuskyCT.

You should also consult Blackboard's on-demand online learning resources for Collaborate participants which can be found at <http://en-us.help.blackboard.com/Collaborate/v12/Participant>. There, you can explore links with information on getting started, configuring your session, navigating the interface and more.

### Using Lockdown Browser for Quizzes and Exams in HuskyCT

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be built into your computer or can be the type that plugs in with a USB cable. Watch this [short video](#) to get a basic understanding of LockDown Browser and the webcam feature. A student [Quick Start Guide](#) is also available.

Then download and install LockDown Browser from this link:

<https://irc.uconn.edu/lockdown-browser/>

To ensure LockDown Browser and the webcam are set up properly, do the following:

- Start LockDown Browser, log into [lms.uconn.edu](https://lms.uconn.edu), and select this course.
- Locate and select the **Help Center** button on the LockDown Browser toolbar.
- Run the **Webcam Check** and, if necessary, resolve any issues.
- Run the **System & Network Check**. If a problem is indicated, see if a solution is provided in the Knowledge Base. Troubleshooting information can also be emailed to our institution's help desk.
- Exit the Help Center and locate the practice quiz named **Syllabus Quiz**.
- Upon completing and submitting the practice quiz, exit LockDown Browser.

When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:

- Ensure you're in a location where you won't be interrupted
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Clear your desk of all external materials not permitted — books, papers, other devices
- Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it
- Remain at your computer for the duration of the test
- If the computer or networking environment is different than what was used previously with the **Webcam Check** and **System & Network Check** in LockDown Browser, run the checks again prior to starting the test
- To produce a good webcam video, do the following:
  - **Avoid wearing** baseball caps or **hats** with brims
  - Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed or other surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid tilting the screen after the webcam setup is complete
  - Take the exam in a well-lit room and **avoid backlighting**, such as sitting with your back to a window



- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

For assistance, contact UITS – HuskyTech (860-486-4357 (HELP), [HelpCenter@uconn.edu](mailto:HelpCenter@uconn.edu))

## Student Responsibilities and Resources

As a member of the University of Connecticut student community, you are held to certain standards and academic policies. Details can be found at: <http://provost.uconn.edu/syllabi-references/>

Students are also expected to follow the following copyright and netiquette and communication standards:

### Copyright

Copyrighted materials within the course are only for the use of students enrolled in the course for purposes associated with this course and may not be retained or further disseminated.

### Netiquette and Communication

At all times, course communication with fellow students and the instructor are to be professional and courteous. It is expected that you proofread all your written communication, including discussion posts, assignment submissions, and mail messages. If you are new to online learning or need a netiquette refresher, please look at this guide titled, [The Core Rules of Netiquette](#).

In addition, there are numerous resources available to help you succeed in your academic work. This section provides a brief overview to important standards, policies and resources

### Adding or Dropping a Course

If you should decide to add or drop a course, there are official procedures to follow:

- Matriculated students should add or drop a course through the [Student Administration System](#).
- Non-degree students should refer to [Non-Degree Add/Drop Information](#) located on the registrar's website.

You must officially drop a course to avoid receiving an "F" on your permanent transcript. Simply discontinuing class or informing the instructor you want to drop does not constitute an official drop of the course. For more information, refer to the:

- [Undergraduate Catalog](#)
- [Graduate Catalog](#)

### Academic Calendar

The university's [Academic Calendar](#) contains important semester dates.

### Academic Support Resources

[Technology and Academic Help](#) provides a guide to technical and academic assistance.

## Software Requirements and Technical Help

The technical requirements for this course include:

- Word processing software
- [Adobe Acrobat Reader](#)
- Internet access
- Respondus LockDown Browser

This course is facilitated online using the learning management platform, [HuskyCT](#). If you have difficulty accessing HuskyCT, students have access to the in person/live person support options available during regular business hours through [HuskyTech](#). Students also have [24x7 Course Support](#) including access to live chat, phone, and support documents.

### Minimum Technical Skills

To be successful in this course, you will need the following technical skills:

- Use electronic mail with attachments.
- Save files in commonly used word processing program formats.
- Copy and paste text, graphics or hyperlinks.
- Work within two or more browser windows simultaneously.
- Open and access PDF files.

University students are expected to demonstrate competency in computer technology. Explore the [Computer Technology Competencies](#) page for more information.

### Evaluation of the Course

Students will be provided an opportunity to evaluate instruction in this course using the university's standard procedures, which are administered by the [Office of Institutional Research and Effectiveness](#) (OIRE).

Additional informal formative surveys may also be administered within the course as an optional evaluation tool.