ECO 2023 – PRINCIPLES OF MICROECONOMICS  
FALL 2013, CRN 81311, MW 12:30 - 1:45 PM, Lutgert Hall, Rm. 1201, 3 credit hours

Professor: Dean Stansel, Ph.D.  
Associate Professor of Economics  
Department of Economics and Finance  
Lutgert College of Business

Office: Lutgert Hall, Room 3362  
Phone: 590-7420  
E-mail: dstansel@fgcu.edu  
Office Hours: MW 11:15 AM-12:30 PM, 2:00-3:15 PM, and 6:15-6:30 PM  
And by appointment.

TEXTBOOKS
Required: Aplia (http://www.aplia.com), an interactive website designed to help you learn economics; $122 fee (payable to Aplia); see details below under Homework.  
(This is included with the bundle carried by the bookstore.)  
[Your $122 Aplia fee includes an online version of the textbook. It also gives you the opportunity to upgrade to a new hardcopy of the book through Aplia for a substantially discounted price. Purchasing the hardcopy is required, but you are not required to buy it through Aplia. The bookstore carries a bundle that includes a loose-leaf version of the textbook and the study guide as well as an Aplia access card that covers the $122 fee.]

5 Scantron sheets: “Pearson NCS Test Sheets 100/100, Form No. 95679” (They are available at the FGCU Book Store.)  
Forms that are wrinkled or torn are not readable by the grading machine.  
There will be a 5-point deduction if the machine cannot grade your exam.


PREREQUISITES
MAC 1105 with a minimum grade of C

COURSE DESCRIPTION (from catalog)
“Individual components of an economic system. Special emphasis is placed on decision-making by individuals and by firms. Market structures of competition and monopoly; supply and demand; international trade and finance.”

COURSE OBJECTIVES AND LEARNING OUTCOMES
The objective of this course is to enhance your understanding of microeconomic principles. You will be encouraged to utilize microeconomic terms in your daily discussions and other course work. You will discuss and debate real life applications to microeconomic concepts. In addition, this course will enhance your critical thinking and problem solving skills.
<table>
<thead>
<tr>
<th>LCOB Learning Goals (EPCK)</th>
<th>Learning Objective (Measurable Outcomes)</th>
<th>Course Learning Outcomes</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand the business environment.</td>
<td>• Demonstrate knowledge of ethical issues.</td>
<td>1. <em>Identify the basic economic problem.</em> Describe such concepts as scarcity, opportunity cost, and choice.</td>
<td>MEL &amp; exams.</td>
</tr>
<tr>
<td></td>
<td>• Demonstrate knowledge of global factors influencing business.</td>
<td>2. <em>Examine markets and price determination.</em> Explain the determinants of supply and demand; describe and calculate comparative advantage, utility, and elasticity; and discuss price ceilings and floors.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Explain the importance of environmental responsibility.</td>
<td>3. <em>Develop theories of the firm.</em> Explain and calculate revenues and costs. Discuss marginal analysis and market structures.</td>
<td></td>
</tr>
<tr>
<td>Be effective problem solvers.</td>
<td>Solve business problems using analytical tools.</td>
<td>4. <em>Analyze factor markets.</em> Utilize factor markets to examine wages, rents, interest, profits, and income distribution.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. <em>Evaluate the role of government in a market economy.</em> Discuss the role of government in public goods, maintaining competition, externalities, taxation, and income distribution.</td>
<td></td>
</tr>
<tr>
<td>Be effective communicators.</td>
<td>• Deliver effective oral presentations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Prepare effective written reports.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have interdisciplinary business knowledge.</td>
<td>• Understand main concepts and definitions in accounting, economics, finance, information systems, management, marketing, and operations management.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Integrate knowledge across business disciplines.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ASSESSMENT OF PROGRESS TOWARDS COURSE OBJECTIVES

Grading:  
27% - Exam 1  
37% - Final exam  
27% - Exam 2  
9% - Homework

Your final grade is based on these four components ONLY. There are NO extra credit assignments.

My grading scale is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A+</td>
<td>87-89</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B+</td>
<td>80-82</td>
</tr>
<tr>
<td>C</td>
<td>70-76</td>
</tr>
<tr>
<td>D</td>
<td>63-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
</tr>
</tbody>
</table>

Online Exercises: We will be using Aplia, an interactive website designed to help you learn economics. Aplia has been used successfully by more than 1,000,000 students at over 1,300 institutions. In addition to the required graded homework assignments, you will also have access to tutorials, experiments, and other learning tools.

There will be one main homework assignment for each chapter. There will also usually be a news article assignment (requiring you to read a news article and answer a set of questions about that article). These assignments are not intended as an assessment of your knowledge level. Instead, the purpose of the assignments is to help you become familiar with the material covered in each chapter and thereby make you better prepared for class, so that you can learn more during class time. This will then make you better prepared for the exams. As they are designed to help you prepare for class, most of the assignments will pertain to topics we have not yet discussed in class. Making the assignments due after we’ve covered the topics would defeat the purpose since it would not do anything to make you better prepared for class. I understand many of you will find that frustrating. Keep in mind, it’s only 9% of your grade (and I drop your lowest three grades, see below). They are not a quiz, they're just mandatory practice that's graded in order to give you a stronger incentive to do your best. You are also encouraged to work additional questions and problems from the textbook and the study guide on your own and together with classmates. The more practice problems you do, the better you'll understand the material on the exams.

To access the website, you need to register for an account with Aplia at http://www.aplia.com. There is a required $122 fee, payable to Aplia by credit card or personal check (or with the access card that comes with the textbook bundle in the bookstore). The instructions for registering are on the next to last page of this syllabus. Participation in Aplia is a course requirement, so be sure to sign up on the website within 24 hours after the first class meeting and complete the introductory assignment which will show you around the website and give you a feel for the technology. In general, your homework assignments will be due by 12:30 PM on Mondays and Wednesdays (that's 30 minutes after noon, not midnight). (Specific due dates can be found on the Aplia course web page.) Late assignments will not be accepted. You are responsible for getting your assignments completed on time. Because technical difficulties can sometimes arise, you should plan accordingly and not wait until the last minute to do your assignments. Nevertheless, because there can sometimes be extended technical difficulties that are beyond your control (such as power outages or internet service disruption), I will allow you three “free passes.” In effect, that means that I will drop your three lowest grades. I strongly recommend that you hold onto these free passes as long as possible and use them only if absolutely necessary. Your final grade for these homework assignments will be the average of your percentage correct on each assignment, not counting your lowest three. Please ignore the total points number that Aplia displays; it is NOT used as your grade.

Disclaimer: I am not financially affiliated with Aplia and receive no monetary benefit from requiring this material.
Exams: The exams will consist of multiple-choice questions about the concepts covered in the textbook, classroom lectures, and the homework problems. Some of the questions will be very similar to the ones in the study guide. The best way to prepare is to work practice problems from the study guide and the end of each chapter in your textbook. There will be two exams during the semester and a final exam. Specific dates are noted on the course schedule below. The final exam will be comprehensive, but it will focus most heavily on the material covered after the second exam. The first two exams will have 40 questions; the final will have 80 questions. You will need only a pencil, an eraser, a basic calculator (graphing calculators are not allowed), and a Scantron form for all exams. (Use “Pearson NCS Test Sheets 100/100, Form No. 95679.” They are available at the FGCU Book Store.) Scantron forms that are wrinkled or torn are not readable by the grading machine. There will be a 5-point deduction if the machine cannot grade your exam. You are NOT permitted to use graphing calculators, cell phones, scanners, or any other electronic devices on exams, nor are you permitted to leave and reenter the classroom during an exam (except in the case of an emergency). (Plan your restroom trips accordingly.) There will be NO make-up exams. If you encounter a (documented) medical or family emergency and are unable to take an examination, you must notify me prior to or during the examination by phone or email. If you simply do not show up, you will earn a grade of zero. However, if you provide acceptable written documentation, you will be allowed to have your grade on the exam you missed replaced with your grade on the final exam. This grade replacement option can only be used for the first OR the second examination, NOT both; it cannot be used for the final exam.

ATTENDANCE POLICY
There is no grade for participation or attendance. Although your attendance, or lack thereof, will not directly affect your grade, there does tend to be a positive relationship between attendance and overall grade in the course. I believe that your grade in this class will be improved by attending class regularly and by participating actively in classroom discussion.

CLASSROOM CONDUCT
Because they can create a distraction that can reduce classroom discussion, the use of laptop computers (or other electronic devices, including cell phones) is NOT permitted in the classroom. During class time please turn off your cell phone or set it to vibrate only.

EMAIL
I will often communicate with the class via FGCU Email. If you do not have an Email account you need to establish one right away (http://eagle.fgcu.edu/). Outside of my official office hours, the best way to reach me is via email (dstansel@fgcu.edu). Please include “ECO 2023-12:30” or “ECO 2023-3:30” in the header of your email. Do NOT expect me to reply to messages asking questions that can be answered by simply reading the syllabus. Although I use Canvas* to post your exam grades, I do NOT use Canvas for email. Any messages you send there will not be read. Excellent advice on how to communicate professionally via email can be found here: http://www.wikihow.com/Email-a-Professor. I strongly suggest that you read this and make use of the suggestions in your interactions with me and with your other professors.

*Canvas has now replaced ANGEL as the University’s Learning Management System (effective May 6, 2013). Please familiarize yourself with Canvas by visiting the Student Demonstration course available from the Canvas log in page. Go to canvas.fgcu.edu and click on Student Demonstration Course.

TUTORING/SUPPLEMENTAL INSTRUCTION
The Center for Academic Achievement (CAA) provides academic support services to all FGCU students. Students can take advantage of their free peer tutoring and Supplemental Instruction sessions
for lower-level math and science courses (THAT INCLUDES THIS COURSE), as well as workshops to facilitate the development of skills necessary for college success. If you would like to participate in any of their programs, learn about tutoring services, or meet with an Academic Retention Coordinator, please visit the CAA in Library 103 or call them at (239) 590-7906. Their website is www.fgcu.edu/caa.

-----------------------------------------------------------------------------------------------------------------------------
-----------------------------------------------------------------------------------------------------------------------------

UNIVERSITY-REQUIRED STATEMENTS:

ECO 2023 (Principles of Microeconomics) is a foundations course that introduces students to “the economic way of thinking.” This course provides a philosophical foundation for the entire business curriculum. It focuses primarily on the decisions of firms and individuals within market environments. The optimization of resources within scarce environments is central to all business enterprise. The skills and knowledge developed in this course are used in managerial accounting, finance, marketing, and management. Subsequent courses that draw significantly upon these foundational economic concepts include:

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>MAR 3503 – Consumer Behavior, MAR 3613 – Marketing Research, and MAR 4804 – Marketing Strategy.</td>
</tr>
<tr>
<td>Management</td>
<td>MAN 3303 – Management of Small Business, GEB 4890 - Business Strategy; MAN 4804 – Business Plan Development</td>
</tr>
</tbody>
</table>

GENERAL EDUCATION PROGRAM
This course qualifies as a General Education course in the Social Sciences subject area. The economic way of thinking relies heavily on the usage of critical thinking skills (the ability to link data, knowledge, and insight to make better decisions). Critical thinking is one of the four General Education competencies. All General Education courses are required to have a plan for assessing their students’ performance on at least one of those four competencies. To meet that requirement, there will be several questions on your final exam designed to assess your critical thinking skills. Those questions will be directly related to the economics content covered in your textbook and in class lectures.

Academic Behavior Standards and Academic Dishonesty
All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

Disability Accommodations Services
Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect
that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

**Student Observance of Religious Holidays**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observance. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.
How to access your Aplia course

Instructor: Dean Stansel
Start Date: 01/07/2013
Course Key: 7N69-QCZ4-9BDU

Registration

Aplia is part of CengageBrain, which allows you to sign in to a single site to access your Cengage materials and courses.

2. If you already have an account, sign in. From your Dashboard, enter your course key (7N69-QCZ4-9BDU) in the box provided, and click the Register button. If you don't have an account, click the Create a New Account button, and enter your course key when prompted: 7N69-QCZ4-9BDU. Continue to follow the on-screen instructions.

Payment

Online: Purchase access to your course (including the digital textbook) from the CengageBrain website for $122. After paying, you will have the option to purchase a physical book at a discounted price.

Bookstore: Purchase access to Aplia from your bookstore. The bookstore carries a bundle that includes a loose-leaf version of the textbook and the study guide as well as an Aplia access card that covers the $122 fee.

If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/08/2013.
COURSE SCHEDULE

Week 1: Introduction and Chapter 1 – The Big Ideas (pp. 1-10)
  Mon. 8/19  Introduction to course, discussion of syllabus, Aplia, etc.
  Wed. 8/21  Ch. 1; Pre-test (BRING AN UNWRINKLED, UNTORN SCANTRON)

Week 2: Chapter 2 – The Power of Trade and Comparative Advantage (pp. 13-22) and Chapter 3 – Supply and Demand (pp. 27-41)
  Mon. 8/26  Ch. 2; Ch. 3
  Wed. 8/28  Ch. 3

Week 3: Chapter 3 and Chapter 4 – Equilibrium: How Supply and Demand Determine Prices (pp. 47-61)
  Mon. 9/2  NO CLASS: Labor Day Holiday
  Wed. 9/4  Ch. 3; Ch. 4

Week 4: Chapter 4 and Chapter 5 – Elasticity and Its Applications (pp. 65-84 & 89-90, SKIP pp. 91-92)
  Mon. 9/9  During class time: Aplia Economics Experiment
  Wed. 9/11  Ch. 4; Ch. 5

Week 5: Chapter 5 and EXAM #1 (Chapters 1-5)
  Mon. 9/16  Ch. 5 and review
  Wed. 9/18  EXAM #1 (Chapters 1-5) (BRING AN UNWRINKLED, UNTORN SCANTRON)

Week 6: Chapter 6 – Taxes and Subsidies (pp. 93-107) and Chapter 8 – Price Ceilings and Price Floors (pp. 131-152)
  Mon. 9/23  review exam; Ch. 6
  Wed. 9/25  Ch. 6; Ch. 8

Week 7: Chapter 8 and Chapter 10 – Externalities: When Prices Send the Wrong Signals (pp. 175-188)
  Mon. 9/30  Ch. 8
  Wed. 10/2  Ch. 8; Ch. 10

Week 8: Chapter 10 and Chapter 11 – Costs and Profit Maximization Under Competition (pp. 193-211)
  Mon. 10/7  Ch. 10; Ch. 11
  Wed. 10/9  Ch. 11

Week 9: Chapter 11 and Chapter 12 – Competition and the Invisible Hand (pp. 223-229)
  Mon. 10/14  Ch. 11
  Wed. 10/16  Ch. 11; Ch. 12

Week 10: Chapter 12, Chapter 7 – The Price System: Signs, Speculation and Prediction (pp. 113-126), and EXAM #2 (Ch. 6-8 & 10-12)
  Mon. 10/21  Ch. 12, Ch. 7, and review
  Wed. 10/23  EXAM #2 (Chapters 6-8 & 10-12) (BRING AN UNWRINKLED, UNTORN SCANTRON)

Week 11: Chapter 13 – Monopoly (pp. 233-250) and Chapter 14 – Price Discrimination (pp. 257-270)
  Mon. 10/28  review exam; Ch. 13
  Wed. 10/30  Ch. 13; Ch. 14
  Fri. 11/1  Last day to withdraw from classes without academic penalty

Week 12: Chapter 14 and Chapter 15 – Cartels, Oligopolies, and Monopolistic Competition (pp. 279-294)
  Mon. 11/4  Ch. 14; Ch. 15
  Wed. 11/6  Ch. 15

Week 13: Chapter 17 – Labor Markets (pp. 319-336)
  Mon. 11/11  NO CLASS: Veteran’s Day Holiday
  Wed. 11/13  Ch. 17

Week 14: Chapter 17 and Chapter 18 – Public Goods and the Tragedy of the Commons (pp. 343-352)
  Mon. 11/18  Ch. 17; Ch. 18
  Wed. 11/20  During class time: Aplia Economics Experiment

Week 15: NO CLASS
  Mon. 11/25  NO CLASS
  Wed. 11/27  NO CLASS: Thanksgiving Holiday

Week 16: Ch. 18, Chapter 19 – Political Economy and Public Choice (pp. 361-377), and Chapter 21 – Managing Incentives (pp. 401-413)
  Mon. 12/02  Ch. 18; Ch. 19
  Wed. 12/04  Ch. 19 and Post-test (BRING AN UNWRINKLED, UNTORN SCANTRON)

Mon. 12/9  Ch. 19; Ch. 21; and review

Fri. 12/13 – FINAL EXAM, 10:30 am-1:15 pm (BRING AN UNWRINKLED, UNTORN SCANTRON)