

Darren Grant (I go by Mr. Grant)
Spring Semester 2018
237H Smith-Hutson
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ECON 2302, Micro Principles
11 am - 12:15 pm M, W
Office Hours: 9:30-11 am M, W
and when the door is open
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*** ECON and BANA tutoring every afternoon in Room 108 all semester long ***

Microeconomics is one of the foundations of business: the economic theory of firm behavior. You may have to change the way you study if you are used to survey classes. Memorization techniques do not work well with a class that is more conceptual. In this class, we learn by doing—working homework, taking online practice quizzes, and doing in-class exercises, along with reading and studying the notes.

—FUNDAMENTALS—

Sticking Around: This is a sophomore level class into which freshmen may enroll. Thus, though this class has no prerequisites, sometimes it's advisable to postpone it until later. If you are a freshman who struggles in mathematics and who has had no other business classes, consider talking to me about whether to remain in this class.

Course Objectives: After completing this course, the student will have learned the following:

1. The role of competition and prices in determining what goods are produced, how those goods are allocated, and how the benefits of trade are distributed to consumers, workers, and firm owners.
2. The workings and institutional features of the competitive market.
3. The firm's decision to supply goods to the market, in the context of profit maximization, and the role of opportunity costs in that decision.
4. How market characteristics influence firms' supply, pricing, and investment behavior.

By the Book: Bade/Parkin's *Foundations of Economics*. Any edition is fine, including old editions, and you are welcome to purchase a hard copy or an electronic edition. No access code is required. I do not teach right out of the book, but I present material in a similar order, so reading the text provides context, detail, and examples that help a lot—so *please get the book and get it promptly*. The calendar lists the readings for each unit, and I periodically connect the lectures to the chapters in class.

Getting Help: My office hours are listed above. You are also welcome to stop by my office anytime the door is open, to call my office, or to request an appointment.

–GRADING AND BEHAVIOR POLICIES–

Showing Up: Attendance and punctuality are expected of students in the Business School. A student who misses ten class meetings without an appropriate, appropriately documented excuse (severe illness or death in the family) will receive an F in the course. Adjustments for excused absences will be made only when there are at least three such absences (such as for extended illness). That is, I assume everyone misses a couple of classes for justifiable reasons.

As lateness by even a few students can be quite disruptive, please make every attempt to be here on time. I take attendance at the beginning of class, so late students are counted as *absent* that day. If you sleep in class, you are also counted absent.

Begraded: You have three tests, which each have a mix of graphing, quantitative, short answer, and multiple choice questions, similar in style to the homeworks. I give lots of homework, which I expect you to complete, and which really helps prepare you for the tests. The homework isn't easy, but neither are the tests! Your final exam is not cumulative. I don't curve.

Tests and homework completion are graded on a scale of 108 points, not 100. Your final average, also on a scale of 108 points, is calculated as follows:

Your Best Test:	30%
Your Second Best Test:	40%
Your Worst Test:	20%
Completion of Homework and Blackboard Exercises:	10%

So, for example, if your three test grades are 85, 60, and 100, then your first test will count for 40%, your second test 20%, and your third test 30% of your grade. Then, the grading scale is as follows:

- 90-108 = A
- 80-89.99 = B
- 70-79.99 = C
- 60-69.99 = D
- 0-59.99 = F

Homework and Blackboard are graded for completion more than correctness. Also, students with good “professionalism,” as defined below, will have their final average rounded up by as much as one point.

Boring but Effective. I can't stress enough: hitting the ground running and utilizing good study habits are the keys to doing well in this class. You will be much more likely to succeed in this class if you do these things and much less likely if you don't.

Blackboard: The course Blackboard site contains a set of automated quizzes, mostly multiple choice questions that resemble the multiple choice questions on the tests. Completion of three of these quizzes is required, as part of your homework grade; the others are optional. The calendar lists due dates for each required quiz. You can each quiz as often as you want and it will show you the answers afterward, so you can learn from your mistakes.

For the required quizzes, you get full credit for getting at least 70% right, as long as the quiz is completed on time. (The quiz remains available after the due date, so you can take it for additional practice, but you will not receive credit for it.)

Professionalism: Good professionalism is easy to spot. It is about exhibiting a courteous, conscientious, businesslike manner appropriate to a class in the College of Business. I emphasize professionalism because it is underappreciated by some students, it is *extremely* valuable in the workplace, and it will help you do well in this class.

Professionalism includes coming to class regularly, and on time; being prepared for class every day; having a single, well-organized notebook for class notes and materials; participating in class; maintaining proper classroom decorum; and doing assigned work conscientiously. Accordingly, I review homeworks only at the beginning of class, and do not count latecomers as present. I also don't permit cell phone use, sleeping, newspapers, etc., nor food and drink other than water and breath mints, consistent with the policy of the college. Finally, except for a health issue or disability, I anticipate that you will only rarely need to leave class. Leaving and returning to class is distracting for your classmates, and should only be done when you have a genuine need. If I encounter repeated problems with this issue, I reserve the right to lock the door five minutes into class, to prevent re-entry.

In addition, the College of Business Administration, Center for Leadership and Service, Career Services, and other campus entities will put on several events this semester that will help you develop the professional, interpersonal, and leadership "soft skills" that can be so useful on the job and in life. I will let you know about these as they arise, and encourage you to attend as many as you can.

–OTHER POLICIES–

E-Mail: E-Mail is an acceptable form of communication for all class matters. I will send out course e-mails via the Blackboard system. You can have your SHSU e-mails forwarded to the destination of your choice. Please do so if you wish, because if I send a course e-mail I assume you will get it.

Making Up: Simply put, you shouldn't miss the tests, except in extreme circumstances. Valid excuses like serious illness or death in the family will require written documentation. For illness the documentation must be from a physician (not a nurse at the Health Center). If you are excused from Test 1 or Test 2 its grade will be replaced with the simple (unweighted) average of your two remaining tests.

Cheat on Me: We at Sam Houston expect you to conduct your studies with integrity. My *minimum* penalty for cheating is a grade of 0 on that assignment. I am always on the lookout for academic dishonesty and never fail to take action when I detect it.

Policy on Electronics: SHSU requires each course syllabus to have a policy regarding electronic equipment, such as cell phones, that can be used to communicate. Except in emergencies or to accommodate a disability, in-class use of all electronic devices of this type, including cell phones, smart phones, and laptop computers, is wholly prohibited. Use of any such device during a test is, by university policy, de facto evidence of cheating. Please turn off your phones and store them out of sight. If you violate my electronics policy more than twice, I reserve the right to dock your final grade by one point for each violation. Before I do that, I will first send you an e-mail asking to speak with you about the problem.

Bonus Tracks: For policies regarding students with disabilities and student absences on religious holy days, and university policy regarding academic honesty, see www.shsu.edu/syllabus.

	Monday		Wednesday	Sunday
	UNIT 1: <i>The Behavior of Perfectly Competitive Markets</i>		Jan 17 The Basics of Exchange (We will eventually cover all of Ch. 4.)	Black = talking Brown = doing Red = grading Blue = reading
22	Competition and Exchange	24	Supply/Demand Analysis	
29	Homework 1 <i>Be sure to complete this and all homeworks prior to class. Bring your work to class for me to review.</i>	31	Elasticity in Supply/Demand Analysis (Section 5.1)	Feb 4 Supply/Demand Quiz on Blackboard due at 11 pm
5	Measuring Elasticity	7	Shortages, Surpluses, and Equilibrium (Sections 7.1, 7.2)	
12	Homework 2	14	Consumer and Producer Surplus; Efficiency (Sections 6.2, 6.3, 6.4)	
19	Test 1 and Test 1 Afterparty			

	Monday		Wednesday	Sunday
<h1>UNIT 2: <i>Firm Behavior in Perfectly Competitive Markets</i></h1>				
		Feb 21		
		Economic Costs and Economic Profit (Sections 14.1, 14.3)		
26	“Right-Angle” Production: Fixed Costs and Variable Costs, Marginal Costs and Average Costs	28	Diminishing Returns, Short Run Costs, and “The Cost Curves”	
Mar 5	Homework 3	7	The Costs of Driving (You can do this assignment and turn it in to “make up” a missed homework, but this is not required.)	
19	Four Basic Business Decisions in Right-Angle Production	21	Four Basic Business Decisions Revisited (All of Ch. 15)	25 Costs Quiz on Blackboard due at 11 pm
26	Long Run Equilibrium	28	Homework 4	
Apr 2	Test 2 and Test 2 Afterparty			

	Monday	Wednesday	Sunday
UNIT 3: <i>Behavior in Other Types of Markets</i>			
		Apr 4 Market Structure and the Spectrum of Competitiveness	8 Market Structure Quiz on Blackboard due at 11 pm
9 Demand, Elasticity, and Marginal Revenue (Sections 16.1, 16.2)		11 Price Setting	
16 Homework 5		18 Barriers to Entry	
23 Market Concentration (Sections 17.1, 17.2)		25 Product Heterogeneity	
30 Homework 6		May 2 Competition, Entry, and Efficiency (Section 16.3)	

*** TEST 3 ADMINISTERED IN THE FINAL EXAM PERIOD, 12-2 pm Wednesday, May 9 ***