

Darren Grant (I go by Mr. Grant)
Fall 2019
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ECON 2302, Micro Principles
Sections 03, 04: 10-11 am, 12-1 pm M, W, F
Office Hours: 9:30-10 am, 11-12 pm M, W, F
and when the door is open
dgrant@shsu.edu

*** 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. You can memorize facts, but you can't memorize ideas. To learn these, you must do things: homework, online practice quizzes, and 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, and the way that the free operation of this market can achieve valuable social objectives.
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: Mankiw's *Principles 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.

This book is part of Cengage Unlimited (<https://www.cengage.com/unlimited>), which, roughly speaking, allows access to all Cengage materials for all classes for \$120 per semester. If you use multiple Cengage products across several classes, Cengage Unlimited might be your best option—but it is not required for this 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 eight class meetings will have their final average lowered by ten points; a student who misses twelve class meetings will receive an F in the course. Adjustments for excused absences will be made only for serious illness, university sponsored travel, or serious illness or a death in the family, with appropriate documentation (such as a note from a physician), and only when there are at least three such absences (such as for extended illness). That is, I assume everyone misses two 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:	35%
Your Worst Test:	20%
Completion of Homework and Blackboard Exercises:	15%

So, for example, if your three test grades are 85, 60, and 100, then your first test will count for 35%, 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. There are six homeworks, three Blackboard quizzes, and three applications on Blackboard. Each is worth nine points, for a total of 108 points. 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 whether or not you got the answer correct, so you can learn from your mistakes.

All required quizzes must be completed on time, and you get full credit for getting at least 80% right (otherwise you get the percentage grade you achieved). The quiz remains available after the due date, so you can take it for additional practice, but you will not receive credit for it.

Also on Blackboard are three required “applications,” each of which consists of a newspaper article, a short video explaining the economics in the article, and a short quiz over the article and the video. The calendar also shows the due dates for these.

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: 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		Friday
	<p><i>Unit 1: The Behavior of Perfectly Competitive Markets</i></p>	<p>Aug 21 The Basi(c)s of Exchange</p>	<p>Black = talking Brown = doing Red = testing Blue = reading</p>	<p>23 Competition, Exchange, and Equilibrium (eventually we will cover all of Chapter 4)</p>
<p>26 Taking It to the Limit</p>		<p>28 Supply/Demand Analysis</p>		<p>30 Competition in the Gas Market Supply/Demand Quiz on Blackboard due at 11:00 pm</p>
<p>Sept 2 Labor Day Holiday</p>		<p>4 Homework 1—complete this and all homeworks before class, and bring a copy of your work to turn in</p>		<p>6 Elasticity in Supply/Demand Analysis (Chapter 5)</p>
<p>9 Measuring Elasticity</p>		<p>11 Elasticity, Price, and Revenue in the Huntsville Half Marathon</p>		<p>13 Shortages, Surpluses, and Equilibrium (Chapter 6)</p>
<p>16 Homework 2</p>		<p>18 Consumer and Producer Surplus (Chapter 7)</p>		<p>20 Economic Efficiency</p>
<p>23 Test 1</p>		<p>25 Test 1 Afterparty</p>		<p>27 Unit 2 Starts (see next page) Unit 1 Application on Blackboard due at 11:00 pm</p>

Monday		Wednesday		Friday
<p><i>Unit 2: Firm Behavior in Perfectly Competitive Markets</i></p>				<p>Sept 27</p> <p>Economic Costs and Economic Profit (Chapter 13)</p>
				<p>30 D.G.'s Model o' the Firm</p>
<p>7 The Cost Curves</p>		<p>9 Homework 3</p>		<p>11 Three Business Decisions in the Right-Angle Model (Chapter 14)</p>
<p>14 Three Business Decisions, Reprise</p>		<p>16 The Best Bad Option</p>		<p>18 The Long Run Effects of Entry and Exit</p> <p>Costs Quiz on Blackboard due at 11:00 pm</p>
<p>21 Long Run Equilibrium</p>		<p>23 Homework 4</p>		<p>25 Entry, Exit, and Economic Efficiency</p>
<p>28 Test 2</p>		<p>30 Test 2 Afterparty</p>		<p>Nov 1 Unit 3 Starts (see next page)</p> <p>Unit 2 Application on Blackboard due at 11:00 pm</p>

Monday		Wednesday		Friday
<i>Unit 3: Firm Behavior in Markets that Aren't Perfectly Competitive</i>				Nov 1 What's the Opposite?
4 Marginal Revenue (Chapter 15)		6 Price Setting		8 From Competition to Monopoly
11 The Spectrum of Competitiveness		13 Homework 5		15 Concentration
18 Oligopoly (A little bit of Chapter 17)		20 Product Heterogeneity		22 Monopolistic Competition (Chapter 16)
25 Mr. Grant's at a conference and still you must come to class ☹	Market Structure Quiz on Blackboard due Tuesday, Nov. 26, at 11:00 pm	27 G'hobbulle G'hobbulle		29 G'hobbulle G'hobbulle
Dec 2 Homework 6		4 The Absence of Competition and the Absence of Efficiency	5 Costs of Driving Assignment (optional make-up assignment) due under my door by 5:00 pm	6 Regulation and Antitrust Unit 3 Application on Blackboard due at 11:00 pm

TEST 3 ADMINISTERED IN THE FINAL EXAM PERIOD: Mon., Dec 9, 10:30 am -12:30 pm (10:00 section) and 1-3 pm (12:00 section)