The University of Maine  
School of Economics  

ECO 120 - Principles of Microeconomics  
Spring 2018  

Lectures: Tuesdays and Thursdays from 12:30 to 1:45pm  
Location: Little Hall 120  

Instructor: Dr. Angela Daley  
Email: angela.daley@maine.edu  
Phone: 207-581-3159  
Office: Winslow Hall 307  
Office Hours: Tuesdays and Thursdays from 2:00 to 3:00pm  

Teaching Assistant: Thi Nguyen  
Email: thi.nguyen@maine.edu  
Office: Economics Lab, Winslow Hall 205  
Office Hours: To Be Announced via Blackboard  

Teaching Assistant: Mariya Pominova  
Email: mariya.pominova@maine.edu  
Office: Economics Lab, Winslow Hall 205  
Office Hours: To Be Announced via Blackboard  

Administrative Assistant: Karen Moffett  
Phone: 207-581-3154  
Office: Winslow Hall 206  

Please visit the Economics Lab, Winslow Hall 205 for free tutoring and assistance with course-based technology. There is also space to study with peers. The Lab will be open Monday to Thursday from 10:00am to 12:00pm and 2:00 to 4:00pm as of January 29. If you prefer to meet with Thi Nguyen or Mariya Pominova, please visit the Lab during their office hours, but you can go anytime it is open.

Course Description  

This course is about economic decision-making. We will learn how individuals, like you and me, make choices about how to spend our time and money. We will also learn how companies (e.g. Pat’s Pizza, Delta Airlines, the Boston Red Sox) make choices about what to produce, the amount, which resources to use and how much to charge their customers. Many times, the ‘consumption choices’ of individuals and ‘production choices’ of companies lead to outcomes that are desirable to society. In cases where these outcomes are not desirable, we will learn about policies that can be used to correct market failures.
Since microeconomics is based on theories about how individuals and companies behave, this course requires abstract thinking. It will involve discussion and analysis of economic models, which may change the way you think about things that seem like ‘common sense’. For some of you, this will incite further studies in economics. At the very least, you will acquire valuable skills that can be used in your chosen profession and personal life.

This course satisfies the General Education requirement in Social Contexts and Institutions.

**Learning Objectives**

The objectives of this course are to:

- Enhance your understanding of the economic relationship between individuals, companies and social institutions such as the government;
- Introduce you to essential tools of economic analysis such as market equilibrium, the responsiveness of individuals and companies to changing conditions and how the government can impact markets;
- Explore the role of economics in your life, and to help you explain everyday occurrences from an economic perspective.

**Learning Outcomes**

By the end of the course, you should be able to:

- Use the basic terminology of microeconomics;
- Apply the concepts of scarcity and opportunity cost to decision-making;
- Identify market equilibrium and how it affects the welfare of individuals and companies;
- Identify changes in supply and demand, as well as their impact on market equilibrium;
- Discuss the elasticity of demand and supply, as well as how they affect choices of individuals, companies and the government;
- Understand how different market structures affect equilibrium and welfare outcomes;
- Identify market failures, and understand how economic and social policies affect market equilibrium and welfare outcomes.

**Textbook, Aplia and Blackboard**


You must purchase one of the following options:

1. a one-semester e-book with a unique Aplia access code; or
2. a loose-leaf edition of the textbook with a unique Aplia access code.
You must have a unique Aplia access code to complete the homework assignments. You cannot share it with someone else. Beware of used copies as access codes may not work (i.e. they are one-time use).

**Bookstore**

Both options are available at the bookstore. After purchasing one, you must register for Aplia. Click ‘Start Here’ then ‘Aplia’ in Blackboard. Your pop-up blocker must be disabled. You will be prompted to create an account and redeem your access code.

**Online**

As an alternative, you can purchase the e-book and unique Aplia access code online. To do so, click ‘Start Here’ then ‘Aplia’ in Blackboard. Your pop-up blocker must be disabled. You will be prompted to create an account and pay online.

**Free Trial**

Cengage Learning offers a free 14-day trial of Aplia. This is a good option for students who might drop the course. To access it, click ‘Start Here’ then ‘Aplia’ in Blackboard. Your pop-up blocker must be disabled. You will be prompted to create an account. From here, select ‘I’ll pay later. Continue to my course’. You must purchase Aplia before your free trial expires. Otherwise, you will lose your completed homework assignments and receive a grade of zero.

For help with Aplia, please visit the Economics Lab, contact a teaching assistant or use the ‘Aplia Help’ link on Blackboard.

You will use Blackboard to access all other course material and to complete the prelims.

**Grading**

Your overall grade will be determined as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Best 7 of 8 Homework Assignments via Aplia</td>
<td>35 percent</td>
</tr>
<tr>
<td>Prelim 1 - Tuesday, February 20 by 4:00pm via Blackboard</td>
<td>20 percent</td>
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<tr>
<td>Prelim 2 - Thursday, March 22 by 4:00pm via Blackboard</td>
<td>20 percent</td>
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<tr>
<td>Prelim 3 - Tuesday, April 17 by 4:00pm via Blackboard</td>
<td>20 percent</td>
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<tr>
<td>Final Exam - Tuesday, May 8 from 10:30am to 12:30pm in Little Hall 120</td>
<td>25 percent</td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>Extra Credit</td>
</tr>
</tbody>
</table>

Your overall grade will be assigned as follows:

A (93 to 100 percent); A- (90 to 92.9 percent); B+ (87 to 89.9 percent); B (82 to 86.9 percent); B- (80 to 81.9 percent); C+ (77 to 79.9 percent); C (72 to 76.9 percent); C- (70 to 71.9 percent); D+ (67 to 69.9 percent); D (62 to 66.9 percent); D- (60 to 61.9 percent); F (less than 60 percent).
Homework Assignments

The course outline contains deadlines for eight homework assignments, as well as the material that will be covered on each. Homework assignments must be completed via Aplia. Please give yourself enough time to complete each assignment prior to the deadline. For example, if an assignment is due by 4:00pm, you should start it well in advance. I do not accept late submissions or re-takes. There are no exceptions to this policy. However, I will use your best seven of eight assignment grades (i.e. you get to drop the lowest). This policy is in place because I realize that sometimes unforeseeable things prevent you from completing assignments on time.

Each homework assignment has a different number of questions and points possible, however I will convert each to a 100-point scale (e.g. 82 out of 100 percent). Thus, each of your best seven assignments will have equal weight in determining your overall grade.

Homework assignments will consist of multiple-choice, fill in the blank and graphing questions. You will have three attempts at each question. I will use the best of these attempts to calculate your grade for the assignment.

Prelims

The course outline contains deadlines for three prelims, as well as the material that will be covered on each. Prelims must be completed via Blackboard within 50 minutes of starting. Please give yourself enough time to complete each prelim prior to the deadline. For example, if a prelim is due by 4:00pm, you must start it by 3:10pm to have the full time. I do not accept late submissions or re-takes. There are no exceptions to this policy. However, I will use your best two of three prelim grades (i.e. you get to drop the lowest). This policy is in place because I realize that sometimes unforeseeable things prevent you from completing prelims on time.

If you miss a prelim due to illness or family loss, you should inform your Dean’s Office and ask them to intercede on your behalf.

Final Exam

The final exam will be held on Tuesday, May 8 from 10:30am to 12:30pm in Little Hall 120. This is firm. Do not make travel arrangements prior to this date. The final exam must be completed in person and is comprehensive (i.e. covers all material).

If you miss the final exam due to illness or family loss, you should inform your Dean’s Office and ask them to intercede on your behalf.

Attendance and Participation

While not mandatory, attendance and participation are integral to the learning process. I reserve the right to take attendance at any time. This will count toward extra credit, as will regular participation in classroom discussions, activities. There will be no opportunities to earn extra credit for a lecture in which I take attendance and you are absent. Moreover, other than
attendance and participation, there are no further opportunities for extra credit. There are no exceptions to this policy.

**Lectures**

The course outline contains a schedule of when each chapter will be covered. I recommend that you read the appropriate chapter(s) and take notes prior to class. You should also look at the assignment questions. By doing so, you can use the lectures to reinforce material from the textbook and clear up any issues that you may have.

You are responsible for all material covered in class. If you are absent, please obtain notes from one of your peers. However, your best bet for success is to attend and participate in all lectures.

Cell phones must be turned off and put away during class. I do not tolerate inappropriate or disruptive behavior.

**Communications**

I will regularly post material to Blackboard and communicate via email. Please monitor your accounts. You are welcome to email me or the teaching assistants, but you should first try to resolve the issue in class, during office hours and with other resources (e.g. syllabus, class notes, Blackboard, peers, Economics Lab). We expect emails to be concise (i.e. we will not answer long, technical questions via email) and professional; use complete sentences in proper English with no spelling mistakes or cryptic abbreviations. We reserve the right to have a 36 hour turnaround time through the week. During weekends, the turnaround time may be up to 60 hours.

**Course Outline**

Chapter 1  Ten Principles of Economics  
Chapter 2  Thinking Like an Economist  
Chapter 4  The Market Forces of Supply and Demand  
Chapter 7  Consumers, Producers, and the Efficiency of Markets  
Chapter 5  Elasticity and Its Application  
Chapter 10  Externalities  
Chapter 11  Public Goods and Common Resources  
Chapter 6  Supply, Demand, and Government Policies  
Chapter 8  Application: The Costs of Taxation  
Chapter 13  The Costs of Production  
Chapter 14  Firms in Competitive Markets  
Chapter 15  Monopoly  
Chapter 17  Oligopoly  
Chapter 21  The Theory of Consumer Choice  
Chapter 20  Income Inequality and Poverty  
Chapter 22  Frontiers of Microeconomics

Any changes to the following outline will be announced in class.
<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Thursday</th>
<th>Deadlines</th>
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<tbody>
<tr>
<td>January 22 - 26</td>
<td>Syllabus and Chapter 1</td>
<td>Chapters 1 and 2</td>
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<tr>
<td>January 29 - February 2</td>
<td>Chapters 2 and 4</td>
<td>Chapter 4</td>
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<td></td>
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<td>Homework 1 (Chapters 1 and 2) due Thursday, February 1 by 4:00pm via Aplia</td>
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<td>February 5 - 9</td>
<td>Chapters 4 and 7</td>
<td>Chapter 7</td>
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<td>Homework 2 (Chapter 4) due Thursday, February 8 by 4:00pm via Aplia</td>
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<td>February 12 - 16</td>
<td>Chapter 5</td>
<td>Chapter 5 and Review for Prelim 1</td>
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<tr>
<td>February 19 - 23</td>
<td>No Class - Prelim 1</td>
<td>Chapter 10</td>
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<td>Homework 3 (Chapters 7 and 5) due Tuesday, February 20 by 4:00pm via Aplia</td>
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<td>February 26 - March 2</td>
<td>Chapter 10</td>
<td>Chapters 11 and 6</td>
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<tr>
<td>March 5 - 9</td>
<td>Chapter 6</td>
<td>Chapter 8</td>
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<td></td>
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<td>Homework 4 (Chapters 10 and 11) due Tuesday, March 6 by 4:00pm via Aplia</td>
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<tr>
<td>March 12 - 16</td>
<td>Spring Recess</td>
<td>Spring Recess</td>
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<td></td>
<td>No Class or Office Hours</td>
<td>No Class or Office Hours</td>
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<tr>
<td>March 19 - 23</td>
<td>Chapter 8 and Review for Prelim 2</td>
<td>No Class - Prelim 2</td>
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<td>Homework 5 (Chapters 6 and 8) due Thursday, March 22 by 4:00pm via Aplia and Prelim 2 (Chapters 10, 11, 6 and 8) due Thursday, March 22 by 4:00pm via Blackboard</td>
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<tr>
<td>March 26 - 30</td>
<td>Chapter 13</td>
<td>Chapter 13</td>
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<td>April 2 - 6</td>
<td>Chapter 14</td>
<td>Chapters 14 and 15</td>
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<tr>
<td>April 9 - 13</td>
<td>Chapters 15 and 17</td>
<td>Chapter 17 and Review for Prelim 3</td>
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<td>Homework 6 (Chapters 13 and 14) due Tuesday, April 10 by 4:00pm via Aplia</td>
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<tr>
<td>April 16 - 20</td>
<td>No Class - Prelim 3</td>
<td>Chapter 21</td>
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<td>Homework 7 (Chapters 15 and 17) due Tuesday, April 17 by 4:00pm via Aplia and Prelim 3 (Chapters 13, 14, 15 and 17) due Tuesday, April 17 by 4:00pm via Blackboard</td>
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<tr>
<td>April 23 - 27</td>
<td>Chapter 21</td>
<td>Chapter 20</td>
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<tr>
<td>April 30 - May 4</td>
<td>Chapter 22</td>
<td>Review for Final Exam</td>
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<td></td>
<td></td>
<td>Homework 8 (Chapters 21, 20 and 22) due Thursday, May 3 by 4:00pm via Aplia</td>
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</tbody>
</table>

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Academic Honesty

Academic honesty is very important. It is dishonest to cheat on exams, to copy term papers, to submit papers written by another person, to fake experimental results, or to copy or reword parts of books or articles into your own papers without appropriately citing the source. Students committing or aiding in any of these violations may be given failing grades for an assignment or for an entire course, at the discretion of the instructor. In addition to any academic action taken by an instructor, these violations are also subject to action under the Student Conduct Code. The maximum possible sanction under the Student Conduct Code is dismissal from the University.

Students with Disabilities

If you have a disability for which you may be requesting an accommodation, please contact Student Accessibility Services, 121 East Annex, 207-581-2319, as early as possible in the term. Students who have already been approved by Student Accessibility Services and have a current accommodation letter should meet with me privately as soon as possible.

Course Schedule

In the event of an extended disruption of normal classroom activities, the format for this course may be modified to enable its completion within the programmed time frame. In that event, you will be provided an addendum to the syllabus that will supersede this version.

Sexual Discrimination

The University of Maine is committed to making campus a safe place for students. Because of this commitment, if you tell a teacher about an experience of sexual assault, sexual harassment, stalking, relationship abuse (i.e. dating violence, domestic violence), sexual misconduct or any form of gender discrimination involving members of the campus, your teacher is required to report this information to the campus Office of Sexual Assault & Violence Prevention or the Office of Equal Opportunity.

If you want to talk to someone in confidence about an experience of sexual discrimination, please use these resources:

- For confidential services on campus, contact the Counseling Center at 207-581-1392 or Cutler Health Center at 207-581-4000.
- For confidential services off campus, contact Rape Response Services at 1-800-310-0000 or Spruce Run at 1-800-863-9909.

The following resources are available on campus, however they may have to report the incident to others who can help: Office of Sexual Assault & Violence Prevention at 207-581-1406; Office of Community Standards at 207-581-1409; and University of Maine Police at 207-581-4040. You can also visit the Office of Sexual Assault & Violence Prevention website for a complete list of services at http://www.umaine.edu/osavp/.