Economics 2106 Section 91  
Principles of Microeconomics  
FALL 2011  
T:  5:30 – 8:00  
Newnan Center Building 1000  

Dr. Adrian Austin  
1315  Business Building  
Phone: (678) 839-4773  
E-mail: Please only use the CourseDen mail tool  

Office Hours:  
T     3:15 – 4:00 (Carrollton) & 4:45 – 5:30 (Newnan)  
W     9:00 – 2:00 Virtual Office Hours (online on CourseDen)  
Th     3:15 – 7:00 (Carrollton)  
and by appointment  

Course Website: Main page is on CourseDen. The Web based site for the book can be found at http://www.myeconlab.com/  

INSTRUCTIONS FOR REGISTERING FOR MyEconLab ARE AT THE END OF THIS SYLLABUS.  

Course Description:  

This course seeks to help you develop the tools necessary to analyze and investigate various economic problems.  

For every economic problem, we initially look at the simplest case containing the fundamental issues. Second we construct a model (using graphical and algebraic tools) to represent the fundamental issues. Then we solve the model to see what economic intuition we can derive from it. Finally we expand the model to make it look more like the "real world." The goal is for the models to provide us with an intuitive explanation (and predictions) of the choices made by economic agents (consumers, producers, governments etc).  

Texts (Required):  
Microeconomics by Parkin. (10th edition).  
I Clicker Student Remote Standalone  

Recommended Reading:  
The Economics of Public Issues (a copy is on reserve at the library)  
The Wall Street Journal
Expected Learning Objectives:

The overall objective of this course is for you to learn basic economic concepts and more about the economic system in which we live. To this end, upon completion of the course a student will be able to:

1) describe basic economic concepts such as scarcity and opportunity costs (LG4 and LG 7)
2) summarize in writing the key microeconomic concepts contained in an article from a business periodical, e.g., the Wall Street Journal (LG1, LG 4, LG 7 and LG 9),
3) demonstrate a basic knowledge of microeconomics including concepts such as utility maximization, elasticity costs, market structure and labor markets (LG 4, LG9),
4) demonstrate a basic knowledge of international economics including concepts such as comparative advantage, specialization and gains to trade (LG4, LG5, LG7 and LG10),
5) recognize ethical and economic dimensions of government involvement in markets including regulation and the provision of public goods (LG4, LG5, LG 11), and
6) analyze current events using economic models such as supply and demand (LG4, LG 7, LG9, LG10, LG11)

Note. A complete list of expected learning outcomes (LG) for the Economics Department can be found at the department web site (www.westga.edu/~econ/lg_assessments.htm).

Structure:

I. Introduction & Market Analysis I
   Chapters 1, 2, & 3
II. A Closer Look at Markets
    Chapters 4 & 5
III. Government Influence I
    Chapter 6
IV Global Markets
    Chapter 7
V. Firm Theory
    Chapters 10 & 11
VI. Market Analysis II (The Extremes: Perfect Competition & Monopoly)
    Chapters 12 and 13
VII. Market Analysis III (The Middle: Monopolistic Competition & Oligopoly)
    Chapter 14 & 15
VIII. Government Influence II
    Chapters 16 & 17
IX. Various Topics as Time Permits.
Midterms (40%):

There are three midterms. Each midterm is worth 20%. The lowest score on the midterms will be dropped. There are **NO** makeup exams.

Online Quizzes (15%):

There are 4 quizzes (each worth 5%) The lowest quiz score will be dropped. There are **NO** makeup quizzes.

In class exercises (20%):

20% of your grade will be based on in class exercises/I clicker quizzes. The I clicker quizzes will take place at the start of class and will cover the material from the previous class.

Final Exam (25%):

The final exam is worth 25%, is cumulative, and **will not** be dropped.

Attendance:

Attendance is not mandatory, but highly recommended. I will take roll for the attendance bonus calculated at the end of the semester. The I clicker quizzes will serve as the class roll. If you do not bring your clicker, you will be marked absent.

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Outcome</th>
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</thead>
<tbody>
<tr>
<td>More than two absences</td>
<td>No bonus</td>
</tr>
<tr>
<td>Two absences</td>
<td>+1 added to your course grade</td>
</tr>
<tr>
<td>Fewer than two absences</td>
<td>+3 added to your course grade</td>
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To be counted present, you must be on time and stay for the entire class. There are no excused absences.

To get the most out of this class:

- Pre and post read all assigned readings.
- Spend at least 2-3 hours per class session studying/reviewing the material outside of class.
- Come to class and ask questions.
- If you are having difficulty with the material, come to my office hours. PLEASE DON'T WAIT UNTIL YOU ARE COMPLETELY LOST.
Some Basic Rules:

• CELL PHONES ARE TO BE TURNED OFF/SILENT DURING CLASS SESSIONS.
• FOOD AND DRINK ARE NOT ALLOWED IN ANY OF THE CLASSROOMS.

Registration Instructions for MyEconLab

We will use “MyEconLab” for this course. This is an interactive site that has an electronic version of the study guide and many other tools for use in the course. Registration for the site is included with the purchase of a new book. I will post ungraded homework assignments that will be helpful to you if you choose to do them. MyEconLab is not mandatory, but strongly recommended.

There are two options for buying your book this semester

1) Hardcopy: You may buy a NEW book at the bookstore (or amazon.com or …). The book will include a Code that allows you to register for MyEconLab. A used Code will not work. (If you buy a used book you will still have to purchase online access separately.)

2) Purchase Access Online: If you do not want a hardcopy of the text, you may choose the option to have an electronic copy when you register at My EconLab.

How to Register and Enroll in Your MyEconLab Course

Welcome to MyEconLab! Your instructor has set up a MyEconLab course for you.

Textbook: Parkin: Microeconomics 10e
Course Name: Fall2011 - Principles of Microeconomics 2106
Course ID: XL0Q-W1P6-401Z-5CT2

To join your instructor's course, please complete the following two steps:
1. REGISTER for MyEconLab, and, 2. ENROLL in your instructor's course
To register, you will need:
1. A valid e-mail address, and, 2. The access code that came with your MyEconLab Access Kit
If you don’t have an access kit, you can purchase access online at
You will have the choice to purchase access with or without a full etext. Once enrolled in your professor’s course, you will also have the option to purchase a discounted version of your text.

Step 1: Register for MyEconLab
1. Go to http://www.myeconlab.com and click the Students button, in the Register section.
2. Follow the on-screen instructions for choosing author and title.
3. Choose Register with an Access Kit/Code if an access kit was included with your book. If you need to purchase access online, click Purchase Access.
4. Follow the instructions to set up your login and password and register for your course.

Note: Australian users, your registration steps may be different from above. Please visit http://www.myeconlab.com/download/MEL_FDOC_Australia.doc for alternate instructions.

Step 2: Enroll in your instructor's course
1. Log in to MyEconLab at http://myeconlab.com with your newly created Login Name and Password
2. Enter your Course ID: XL0Q-W1P6-401Z-5CT2
If you purchased access, visit the Student Center inside your Instructor's Course for additional purchase options.

Note: If you are taking two MyEconLab courses simultaneously you will need two separate login accounts.

Need Help? For assistance, please visit http://www.myeconlab.com/support.