Dr. Adrian Austin  
1315 Business Building  
Phone: (678) 839-4773  
E-mail: Please use the Desire2Learn mail tool ONLY  

Office Hours:  
M  5:00 – 6:30  
W  08:00 – 12:30 & 5:00 – 6:30  
and by appointment  

Course Website: Main page is on Desire2Learn. The Web based site for the book can be found at [http://www.myeconlab.com/](http://www.myeconlab.com/) (see registration instructions below).  

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
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 and iClicker quizzes (20%):

20% of your grade will be based on in class exercises & iClicker quizzes. The first iClicker quiz will be on Jan 14. The iClicker quizzes will take place at the start of class and will cover the material from the previous class. Your 4 lowest iClicker quizzes will be dropped when calculating this part of your grade.

Homework (optional):

There will be homework exercises posted to MyEconLab (registration instructions below). These homework exercises are mostly interactive questions using graphs. The exercise are there as a tool to help you learn and will not be included in your course grade.

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 iClicker 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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<tbody>
<tr>
<td>More than five absences</td>
<td>No bonus</td>
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<tr>
<td>Five absences</td>
<td>+1 added to your course grade</td>
</tr>
<tr>
<td>Four absences</td>
<td>+2 added to your course grade</td>
</tr>
<tr>
<td>Fewer than four 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.
Academic dishonesty:

Academic dishonesty will not be tolerated in this class. Any instance of dishonesty will result in an F in the course and further disciplinary sanctions as determined by the administration.

The Academic Honor Code at the University of West Georgia

At West Georgia, the student is expected to achieve and maintain the highest standards of academic honesty and excellence. Not only does academic honesty preserve the integrity of both the student and the institution, but it is also essential in gaining a true education. The West Georgia student, therefore, pledges not to lie, cheat, steal, or engage in plagiarism in the pursuit of his or her studies and is encouraged to report those who do. See Connection and Student Handbook, Appendix E, Academic Dishonesty. The Pledge follows:

Pledge:

Having read the Honor Code for UWG, I understand and accept my responsibility to uphold the values and beliefs described and to conduct myself in a manner that will reflect the values of the Institution in such a way as to respect the rights of all UWG community members. As a West Georgia student, I will represent myself truthfully and complete all academic assignments honestly. I understand that if I violate this code, I will accept the penalties imposed, should I be found guilty of violations through processes due me as a university community member. These penalties may include expulsion from the University. I also recognize that my responsibility includes willingness to confront members of the University community if I feel there has been a violation of the Honor Code.

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.
Textbook/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**

1. Go to [pearsonmylabandmastering.com](http://pearsonmylabandmastering.com).

2. Under Register, click **Student**.

3. Enter your instructor’s course ID: **austin93804**, and click **Continue**.

4. Sign in with an existing Pearson account or create an account:
   - If you have used a Pearson website (for example, MyITLab, Mastering, MyMathLab, or MyPsychLab), enter your Pearson username and password. Click **Sign In**.
   - If you do not have a Pearson account, click **Create**. Write down your new Pearson username and password to help you remember them.

5. Select an option to access your instructor’s online course:
   - Use the access code that came with your textbook or that you purchased separately from the bookstore.
   - Buy access using a credit card or PayPal.
   - If available, get 17 days of temporary access. (Look for a link near the bottom of the page.)
6. Click **Go To Your Course** on the Confirmation page. Under MyLab / Mastering New Design on the left, click **PRINCIPLES OF MICROECONOMICS 2106 SEC 06 SPRING 2013** to start your work.

**Retaking or continuing a course?**

If you are retaking this course or enrolling in another course with the same book, be sure to use your existing Pearson username and password. You will not need to pay again.

**To sign in later:**

1. Go to [pearsonmylabandmastering.com](http://pearsonmylabandmastering.com).

2. Click **Sign In**.

3. Enter your Pearson account username and password. Click **Sign In**.

4. Under MyLab / Mastering New Design on the left, click **PRINCIPLES OF MICROECONOMICS 2106 SEC 06 SPRING 2013** to start your work.

**Additional Information**

See Students > **Get Started** on the website for detailed instructions registering with an access code, credit card, PayPal, or temporary access.
Using your i>clicker in class

You are required to purchase an i>clicker remote (through the bookstore) for in-class participation and voting.

Please bring your text and clicker to each class.

i>clicker is a response system that enables you to respond to questions I pose during class. You will be graded on that feedback and/or your in-class participation.

In order to receive this credit, you will need to register your i>clicker remote by [Feb 01]. You must have come to class at least once and voted on at least one question, in order to complete this registration properly.

FOR WEB REGISTRATION, once you have voted on a question in my class:
2. Complete the fields with your first name, last name, CourseDen USERID., and remote ID.
   a. Your student ID should be your CourseDen USERID.
   b. Your i>clicker remote ID is found on the bottom of the back of your i>clicker remote.

Questions? Need help?
Contact us at support@iclicker.com or by phone at 866-209-5698.