

UNIVERSITY OF NORTH CAROLINA  
DEPARTMENT OF ECONOMICS  
**ECON 101-007: INTRODUCTION TO ECONOMICS**  
FALL 2014

TTh 11:00 AM – 12:15 PM, CA 111

**Instructor:** Rita A. Balaban                                 **Phone:** 919-843-8823 (W)  
**Office:** 200E Gardner Hall                                 **E-Mail:** [econ101@unc.edu](mailto:econ101@unc.edu)  
**Office Hours:** Wednesdays (8:00am – 10:00am) and Thursdays (12:30pm – 1:30pm) or by appointment

**Website:** <http://sakai.unc.edu>

This is the course website and you can access it by using your ONYEN. Please become familiar with Sakai. This is where you will find a detailed outline of what you are expected to do before/after each lecture. It also contains the official course gradebook, announcements, and other supplementary materials.

**Required Materials:**

- Cowen, Tyler and Alex Tabarrok. **Modern Principles of Economics**, 2<sup>nd</sup> edition, Worth Publishers, 2013.
- Sapling Learning (<http://saplinglearning.com>). Twenty online homework assignments will be assigned during the semester, all of which are on the Sapling Learning (SL) website. The student access instructions for SL are on the last page of the syllabus. Note, there is a \$40 fee that you will have to pay to access SL. The Student Store is selling a package that includes a copy of the textbook along with a pre-paid access code to SL. If you bought the textbook on the used book market, you can buy an access code directly from SL for \$40. Alternatively, you can rent an eBook directly from the SL website for 6 months and have access to SL for \$90.
- Basic calculator (~ \$1). There is no need for a programmable, scientific, financial, or graphing calculator for this class. Only a basic calculator - similar to the one pictured on Sakai - is permitted for use on exams. If you want to know if your calculator is acceptable, then please do not hesitate to ask me.
- Cell phone with a texting plan or a device that can logon to the University’s Wi-Fi (e.g. laptop, tablet). This device will be used to complete class polls (see page 3 of the syllabus).

**Recommended Materials:**

I strongly encourage you to read a newspaper such as *The Wall Street Journal* or *Financial Times* on a daily basis. *The Economist*, a weekly publication, is also highly recommended. All of these publications are available electronically via the library’s e-research tools. If you are interested in getting a hard copy of *The Wall Street Journal* at an excellent student rate (\$15.00 for 15 weeks), then follow this link: [www.wsj.com/studentoffer](http://www.wsj.com/studentoffer).

**Contact Information and Email Policy:** Students are encouraged to seek the help of their Teaching Assistant (TA) if they have any course-related questions or to visit me or any of the other TAs during our scheduled office hours. If you are unable to make my scheduled office hours and your question cannot be handled by a TA, then you can send an email to [econ101@unc.edu](mailto:econ101@unc.edu) and request an appointment. You can expect to receive a response within one business day as long as you 1) include a specific reason for your meeting request; and 2) include all times in which you are available to meet. Please use proper email etiquette (see <http://www.usm.edu/chemistry-biochemistry/e-mail-etiquette-adapted-academia> for details).

**Course Objectives:** The purpose of this course is to introduce you to a new way of looking at the world. The course focuses on core economic concepts and provides opportunities to practice using them in contexts like you will encounter throughout your lives. It also introduces you to some basic models that economists use to make sense of what they observe around them. We will also explore how economists analyze the impact of different policies within the context of these models and determine whether the policy will have the intended – or an unintended – outcome. Foremost, the goal of the course is to help you think like an economist in ways that will help you make better decisions.

This course is the gateway course for the major of Economics; if you wish to major in Economics you must have at least a C in this course. It also meets the General Education requirement for an "Approaches" course in social and behavioral sciences.

**Course Structure:** In an effort to reflect best practices in current economic education literature, we are going to dedicate a *majority of class time to small group active-learning activities* (e.g. problem-solving, discussion, article analysis, etc.) and *less time to lecturing*. However, the important concepts will be provided to you via online video lectures. This approach puts you in control of your learning and the instructor and TA's roles are to act as facilitators. If you wish, think of us as your coaches. Under this approach a concept is introduced to you via the pre-assigned reading/video and during class you practice that concept. It is the job of the instructor and TAs to watch you practice and make any necessary adjustments.

Why is this approach better than the traditional, lecture-centered class? Under the lecture approach, we try to pour knowledge into your head and then we expect you to reproduce that knowledge on an exam. It's like showing you how to run a play - without watching you run it - and then expecting you to execute it on game day. Under the approach used in this class, you will get to run the play under the careful observation of your instructor, TA, and/or peers. You are introduced to a concept via the reading/video and then by doing the in-class exercises that I have carefully designed for you, you will develop and process knowledge on your own. I will not be solving the problems for you on an exam, so it makes sense for you to get a lot of practice solving problems on your own.

During class, I will encourage you to work on the activities in small groups. Why work in groups? There are over 400 of you and only 6 of us. We will not be able to observe every student do every question, so you are encouraged to act as peer instructors to each other. Since there is greater wisdom in numbers, collectively you should be able to work through the problems successfully, while simultaneously learning the material. I realize that some of you may not like working in groups, but the problem with working alone is how do you know if you are "executing the play" (i.e. approaching the answer) correctly? Working with your peers is one way to solve that. For those of you who feel you are smarter than your peers, you can improve your understanding and application of the concepts by explaining the course concepts to your peers. Evidence shows that one of the best ways to learn something is to teach it. Finally, for those of you that hate group work because you can't stand working with free-riders ... don't worry. Free-riders will find it very difficult to succeed in this type of learning environment. They will quickly learn that it is important to come prepared to class if they want to earn a good grade in the course.

Research shows that under this approach student scores are higher and that students retain the material longer. However, in order to be successful, it is important that you come to each class prepared. If you are not prepared for each class, then you will probably not do well in this course. You can prepare for class by following these steps (a more precise outline is provided in Sakai for each lecture):

1. Print the lecture outline.
2. Read the assigned section of the book and watch the online video(s). Some of you may not need to do both. As you are reading/watching the video, use the lecture outline to take notes.
3. Do a non-graded, self-assessment by solving the recommended problems from the end of the chapter. Only look at the solutions after you have tried the problem. These problems can be classified as lower-order thinking problems. The difficulty expressed in these problems is what I expect you to know before you come to class. We will work on more complex problems during class.

We will start each class with a brief quiz that is based on the pre-lecture assignment described above in steps 1-3. The quiz will be conducted using your polling device. I will use the quiz results and your questions to determine how much review if any is needed before we start the class activities. Upon the completion of each chapter, there will be some non-graded problems (with answers) on Sakai that you can use to assess your higher-order thinking skills. Finally, there will be a graded, self-assessment homework on the Sapling Learning website that you will be required to do alone. Working with a peer on the SL homework is a violation of the honor code (see pp. 4-5 of the syllabus).

If you find that you are doing all of the required work and you are still having difficulty with any of the material in this course, then get help immediately. *Do not let it build up*. How can you get help? Visit any of the course instructors (Dr. Balaban or TA's) during their assigned office hours; form a study group; go to peer tutoring (<http://learningcenter.unc.edu/find-a-tutor/>); and/or hire a tutor (information available in GA 107). Finally, maybe you aren't studying correctly. In that case, there are a series of study skills videos on Sakai entitled "How to Get the Most out of Studying" that provide some highly recommended suggestions.

**Course Requirements:** This course is rigorous and demanding. You are expected to work hard, actively participate, ask questions when you have any doubts, and perform to the very best of your ability. Still, the purpose of this course is to teach you something about economics, not to destroy your GPA. Evaluation for this course will be based upon two mid-term exams (22.5% each), a cumulative final exam (35%), in-class polls (8%), and “other graded activities” (12%).

“Other graded activities” include your scores on 5 writing assignments and the Sapling Learning (SL) problem sets. A problem set will be assigned for each chapter covered and I expect to cover 20 chapters this semester. You will have at least 3 days to complete each SL problem set and **all SL problem sets must be completed on time**. I will, however, drop your lowest score which means that you can miss one SL assignment without penalty, regardless of your excuse. The SL problem sets and the writing assignments (i.e. 24 total assignments) will be averaged together to generate your “other graded activities” grade.

“In-class polls” will be conducted during each lecture by using the response system known as *Poll Everywhere*. Participation requires that you have access to a cell phone texting plan or a device that can logon to the University’s Wi-Fi (e.g. tablet, laptop). Prior to our first poll you must register your device with Poll Everywhere (PE). Registration instructions and other FAQ can be found by following this link: <http://help.unc.edu/help/poll-everywhere-faq/>. **If you do not register properly, then your polls will not be counted.** Please verify that you have registered correctly (see the PE FAQ for more info). If you have not used PE in a course since Fall 2012, then you will need to edit your registration information. An explanation of how the polls will be graded can be found on p. 6 of the syllabus.

**Exam Format:** There will be two mid-term exams given during the semester (**September 18<sup>th</sup>** and **October 30<sup>th</sup>**) and a cumulative final exam (**December 11<sup>th</sup> @ 12pm**). Each exam will cover material presented in class and during your recitation, readings and videos scheduled outside of class, SL assignments, and suggested problems from the textbook. The exam format will be provided in the class prior to a given exam. You should bring a #2 pencil, your UNC ID, and a basic calculator with you to each exam. Students that arrive more than 15 minutes late for an exam will not be permitted to take the exam. A 1.5 hour review session will be held one evening during the week of the exam. I will consult with the TA’s, and, based on their feedback, determine what material needs to be covered during the review session. The time and location of these meetings will appear in Sakai.

**Recitation Information:** Students in ECON 101-007 must be enrolled in a recitation designated Section 7XX. Recitation presents an opportunity for you to put in more practice time and review any concepts that are unclear. Generally, I will have a few problems or an activity for you to do during your recitation. However, part of each recitation can also be dedicated to addressing any questions you may have from the regularly scheduled class meeting or from the self-assessment materials. Recitation attendance is highly recommended and any material covered during recitation may appear on your exams.

**Regrade Requests:** Requests for a regrade must adhere to the following rules:

1. All Regrade Requests must be made within 1 week of the day on which the grade was posted. Unfortunately, due to the size of the class there can be no exceptions to this rule. For instance, if you find that your midterm PE grade is incorrect and notify me 2 weeks after it was posted, no Regrade Requests will be accepted.
2. If you believe a multiple choice question was graded incorrectly, please discuss the question with your TA. Your TA will contact me if a regrade is warranted.
3. If you feel that any written work was graded incorrectly, please fill out the Regrade Request Form found in Sakai. If applicable, staple the Request form to your assignment and hand it in at the start of class. Please note that there is an element of subjectivity in grading written work. If your Regrade Request is of a subjective nature (“I think I deserve 10 points and you only gave me 9”), your Request will likely be rejected.
4. If you submit a Regrade Request, I reserve the right to regrade your entire assignment, which could potentially lower your grade.

If your Regrade Request is rejected and you disagree with the explanation, come see me during my office hours to appeal your Request. Please note the odds are fairly low that I will overturn the original grade, but it is possible if there is a relatively severe misunderstanding.

**Grading Scale** (as a percentage of total points)

A	= 93-100	C	= 73-76.99
A-	= 90-92.99	C-	= 70-72.99
B+	= 87-89.99	D+	= 67-69.99
B	= 83-86.99	D	= 60-66.99
B-	= 80-82.99	F	< 60
C+	= 77-79.99		

Letter grades are computed from the total points earned during the semester and assigned based on the scale given above. There is no maximum number of A's or B's awarded. Due to the size of the class, this grade scale is firm. In other words, if you earn an 89.99%, you will receive a B+.

**Missed Exams:** There are no make-up midterm examinations. You are forewarned well in advance to properly schedule your time and make proper arrangements for other potential conflicts. If you must miss a midterm exam, say due to illness, you may be permitted to transfer the missed credit to the final examination. To qualify for a transfer of credit, you must contact me **before** the start of the missed midterm examination and provide me with an acceptable explanation. You are required to support your explanation with documentation within 2 business days of the exam. For example, if you miss an exam on a Thursday, then you will have until Monday to provide your documentation. If the explanation and documentation are approved by Dr. Balaban, then the weight of the midterm will be placed on the final exam.

If you miss both midterm exams, then your final exam will only carry a weight of 70%, i.e. a 10 percentage point penalty applies. If you are unable to attend the final exam, then you will need to provide me with an "Exam Excuse" from the Dean's Office no later than Tuesday, December 2<sup>nd</sup> at 11:00am. The make-up for the final exam will be held at 8am on Friday, December 12<sup>th</sup>.

**Attendance Policy:** Regular attendance is strongly recommended. You are responsible for any announcements that you may have missed if you choose not to attend class or if you cannot attend class. You should get the missed notes/announcements from one of your peers. Discuss any questions you have on the content with a TA during their scheduled office hours. It is expected that you will respect your peers and the instructor with appropriate behavior while in class and that you will arrive to class on time. **Students who are not willing to attend regularly should drop the course.**

In the event that you must miss or anticipate missing at least **2 consecutive classes** because of an **extenuating circumstance**, notify me and the Dean of Students immediately. Upon receipt of notification from the Dean of Students and your return to campus, it is your responsibility to contact me and we will discuss any adjustments to your course grade calculation. Reminder: read the email etiquette section for when you should/should not contact your professor.

**Laptop/Cell-Phone Policy:** You should refrain from reading the paper, browsing the web, texting, playing games, etc. during class time. The first time you violate the restriction, you will be warned. The second time you will lose all Poll Everywhere points for the day. If you are expecting an important phone call (job interview, family illness, etc.), please notify me before class then sit in the back of the class near the exit.

**Academic Integrity:** All students are expected to adhere to the Honor Code (<http://instrument.unc.edu>). Any violation will result in an **F** for the course, and other sanctions may apply.

- You may use your notes and textbook to complete SL assignments and polls. No other assistance is permitted. If you need a hint or guidance on the SL assignments, then you can consult with me, a TA or a UNC tutor. You may not work on the problems with your classmate(s).
- No assistance is permitted on exams. During the exam, however, feel free to ask me or a TA for clarification. You are permitted to use a basic calculator as described on p. 1 of the syllabus.

- You will be permitted to discuss the writing assignments with your classmates, me, and/or the TAs, but each student must submit their own assignment in their own writing.
- I will let you know whether you can consult with a classmate and/or use outside materials when answering an in-class poll.

**Calendar and Reading List:** Below is a general outline of the topics that will be covered this semester. A detailed outline with a schedule of required readings and assignments can be found in Sakai under the “Lessons” tool. You should always refer to the “Lessons” tool when you are preparing for class.

Dates	Topic	Reading from Cowen & Tabarrok
Aug. 19 – Aug. 21	Introduction to ECON 101; The Economic Way of Thinking; Comparative Advantage and Trade	Chapters 1 & 2
Aug. 26 – Aug. 28	Supply and Demand; Market System	Chapters 3 & 4
Sept. 2	Price Elasticities	Chapter 5
Sept. 4 – Sept. 9	Market Outcomes in the Presence of Taxes, Subsidies, and Price Controls	Chapters 6 & 8
Sept. 11 – Sept. 16	Market Outcomes and Policy Suggestions in the Presence of Externalities	Chapter 10
Sept. 18	<b>Exam #1 (Chapters 1-6, 8, and 10; see exam format on p. 3)</b>	
Sept. 23 – Sept. 25	Firm Level Decisions under Perfect Competition	Chapter 11
Sept. 30 – Oct. 2	Monopoly: Firm Level Decisions and Policy Suggestions under Imperfect Competition	Chapter 13
Oct. 7	Market Outcomes and Policy Suggestions in the Presence of Public Goods and Common Resources	Chapter 18
Oct. 9	Intro to Macroeconomics; Measuring Economic Output	Chapter 24
Oct. 14 – Oct. 23	Economic Growth and Public Policy	Chapters 25 & 26
Oct. 28	Unemployment	Chapter 28
Oct. 30	<b>Exam #2 (Chapters 11, 13, 18, 24-26, 28; see exam format on p. 3)</b>	
Nov. 4	Savings, Investment, and the Financial System	Chapter 27
Nov. 6 – Nov. 11	Inflation and the Quantity Theory of Money	Chapter 29
Nov. 13	A Model of the Macroeconomy: Aggregate Demand and Aggregate Supply	Chapter 30
Nov. 18 – Nov. 20	The Federal Reserve System and Monetary Policy	Chapter 32
Nov. 25	Fiscal Policy	Chapter 35
Dec. 2	Applications of the Macroeconomy Model	Review of Chapters 30, 32, and 35
Dec. 11 @ 12pm	<b>Cumulative Final Exam (see exam format on p. 3)</b>	

**Disclaimer:** Although the instructor intends to follow this syllabus as closely as possible, there may be times when deviations from the material presented herein are necessary. Changes will be announced as early as possible so that students can adjust their schedule.

### **Explanation of “In-Class Polls” Grading**

Below is an explanation of how the Poll Everywhere questions will be graded. Essentially there will be two types of questions asked: 1) graded questions; and 2) polling questions.

“**Graded questions**” are multiple choice questions where there is only one correct answer. “**Polling questions**” do not have correct answers. Examples include questions like, “What would you be doing – right now – if you weren’t in class?” and “What is the opportunity cost of going to a class that meets at 7pm?”

Grading Procedure:

- I understand that you may not be able to participate in some polls because you missed class, forgot your polling device, and/or had technical difficulty. Missed polls cannot be made-up. This holds regardless of your excuse (e.g. university/athletics commitment, job interview, sickness, technical malfunction, etc.). It’s OK though because only the highest 85% of your polls will be allocated toward your “In-Class Polls” grade. I expect to do at least 100 polls during class this semester. In the event that we do 100 polls, for example, your poll grade will only be based on your highest 85 polls. In other words, you can miss 15 polls without incurring a penalty.
- Possible scores on any given “graded question” include:
  - 100% (you answered the question correctly)
  - 50% (you answered the question incorrectly)
  - 0% (you did not answer the question)
- Possible scores on any given “polling question” include:
  - 100% (you answered the question)
  - 0% (you did not answer the question)

Starting Tuesday, August 26<sup>th</sup>, all poll responses will be graded according to the procedures outlined in this document.

**Registration instructions for Poll Everywhere** can be found at <http://help.unc.edu/help/poll-everywhere-faq/>

- ***If you do not register properly, then your polls will not be counted.*** Please verify that you have registered correctly (see the PE FAQ for more info). If you have not used PE in a course since Fall 2012, then you will need to edit your registration information.

## **Student Access Instructions for Sapling Learning**

1. Go to <http://saplinglearning.com> and click "US Higher Ed" at the top right. For best results, use Google Chrome or Mozilla Firefox.
- 2a. If you already have a Sapling Learning account, log in then skip to step 3.
- 2b. If you do not have an account you can create one, using either of the following:
  - If you have a Facebook account, you can use it to quickly create a Sapling Learning account. Click "Create an Account", then "Create my account through Facebook". You will be prompted to log into Facebook if you aren't already. Choose a username and password, then click "Link Account". You can then skip to step 3.
  - Otherwise, click "Create an Account." Supply the requested information and click "Create My Account". Check your email (and spam filter) for a message from Sapling Learning and click on the link provided in that email.
3. Find your course in the list (you may need to expand the subject and term categories) and click the link. Our course name is "The University of North Carolina Chapel Hill – ECON 101/ECON101H – Intro to Econ – Fall14 – BALABAN"
4. When prompted, enter the course keycode. The keycode refers to whether you are in the regular (101) or honors section (101H) of the course.
5. Select a payment option and follow the remaining instructions. At the beginning of each course, there is approximately a two-week grace period in which you can enter the course for free and do all your work. At the end of the grace period you will be prompted to pay.

**Note: Please include your UNC PID in the "ID number" field when you are setting up your profile. If you already have an account but did not include your PID in your profile, you can add it by clicking on "Profile" on the left-hand side of the screen, then click on "Edit profile" then "Show Advanced." Near the bottom of the page enter your UNC PID in the "ID Number" field. Finally, click on "update profile." To get credit for the Sapling Learning homework, you must enter your UNC PID into your Sapling Learning profile.**

\*\* eTEXTBOOK: Your course text is also available as a low cost online eTextbook. You can search, highlight, take notes, and each homework question is linked back to the appropriate section in the eTextbook for immediate instructional help. You may purchase the eTextbook in step 5 on the homework payment screen.

Once you have registered and enrolled, you can log in at any time to complete or review your homework assignments. During sign up or throughout the term, if you have any technical problems, send an email to [support@saplinglearning.com](mailto:support@saplinglearning.com) explaining the issue. The Sapling Learning support team is almost always faster and better able to resolve issues than your instructor.