

# Economics 410H

## Intermediate Microeconomic Theory

### Fall 2014

TuTh 11:00am – 12:15pm  
Phillips 220

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**Office Hours:** Unless otherwise notified, I will be in my office every Tuesday from 12:30pm-1:30pm and Thursday from 9:30am-10:30am (unless UNC classes are not being held). I will also be available most Wednesdays by appointment. To schedule an appointment, use Sign-Up in Sakai. I have 15-minute slots and 30-minute slots available. For the most part, I will be unavailable for office hours on Mondays and Fridays unless it is an emergency.

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### **Course Description:**

The purpose of this course is to explore the foundations of Microeconomic theory, focusing on the behavior of consumers, producers, and the interaction of these agents in the marketplace. The organization of markets and its implications for firm behavior and market equilibrium are also examined. This course is divided into the following four topics:

1. Supply and demand: How consumers and firms interact to determine the market price and quantity of a good or service and how these vary in response to changes in the economic environment.
2. Consumer theory: How households make decisions in the face of scarcity and how these decisions vary in response to changes in the economic environment.
3. Firm theory: How firms make decisions in the face of scarcity and how these decisions vary in response to changes in the economic environment.
4. The organization of markets: How perfectly competitive, monopolistic, monopolistically competitive, and oligopolistic markets are organized and the outcomes of these markets.

The principles covered in this course are building blocks. These building blocks can and will be used in elective courses to analyze many specialized topics. This material cannot be learned passively. A major goal of this course is to teach you to "think" in a manner beyond fact recall. Active thinking and problem solving are essential. *Microeconomic theory is a tool learned best by use!*

## Required Course Materials

1. The required textbook is *Microeconomics: Theory & Applications with Calculus, 3e* by Jeffrey M. Perloff.
2. All students are required to register for MyEconLab through <http://pearsonmylab.com/>. Registration instructions are posted on Sakai in the *Course Management* folder under the *Resources* link. To register, you will need a:
  - **course ID** (sheran69402)
  - **student access code**

The ISBN for a textbook that comes packaged with an access code for MyEconLab is 9780133423853. Note that you can buy an access code for MyEconLab for \$60 through <http://pearsonmylab.com/>. Alternatively, you can buy the eText and student access code for \$105 through <http://pearsonmylab.com/>. If you're waiting for financial aid and can't pay immediately, you can get temporary access to MyEconLab without payment for 14 days.

3. TurningTechnologies Clicker - Any of the following TurningTechnologies clicker models can be used in the course. The bookstore has the ResponseCard RF LCD. If you purchase a new clicker, you are eligible for a \$10 rebate from TurningTechnologies (see below for details).
  - A. ResponseCard RF - Bare bones model
  - B. ResponseCard RF LCD (recommended) - Similar to the RF, but includes an LCD screen to verify your input
  - C. ResponseCard XR - Upgraded model that allows numeric entry (which we will not be using)
  - D. ResponseCard NXT - High-end model with all the bells and whistles

If you purchase a new ResponseCard, you are eligible for a \$10 rebate from TurningTechnologies. To redeem the rebate, go to <https://rebates.turningtechnologies.com/> and enter the rebate code RUNC5. Please note you must submit the receipt and the clicker box. By sending them your box, you likely will be unable to sell your clicker back to the bookstore (although I'm not 100% sure). That being said, I'll be teaching this class for the foreseeable future, so finding someone to buy your clicker next semester will likely not be too difficult.

## Optional Course Materials

Besides our primary textbook, you might find additional textbooks helpful in their treatment of the subject matter and the availability of extra problems. If you would like to check-out or purchase a separate textbook, most any "Intermediate Microeconomics" textbook will have similar content, and older additions will likely be just as useful as newer additions. In addition, the following books are on 2-hour reserve in the library. Please note the similarities in the book names and authors. Make sure you receive the book you actually requested.

1. ***A Short Course in Intermediate Microeconomics with Calculus*, Roberto Serrano** - Another calculus-based treatment of Microeconomics.
2. ***Microeconomics: Theory & Applications with Calculus*, Jeffrey Perloff** – Older edition of our textbook.
3. ***Microeconomics: Theory & Applications*, Edgar Browning and Mark Zupan** - Similar to Perloff's book. Many of the chapters end with a "The Mathematics Behind..." section that includes some of the calculus we will be using.
4. ***Microeconomic Theory: Basic Principles and Extensions*, Walter Nicholson** - A slightly more mathematically advanced treatment of the material with many worked-out in-chapter examples and test-quality end-of-chapter problems.
5. ***Intermediate Microeconomics and its Application*, Walter Nicholson and Christopher Snyder** - The most recent edition of the above book, with a more accessible treatment. Less worked-out in-chapter examples and more graphical explanations than earlier edition.
6. ***Microeconomics: Theory and Applications*, Dominick Salvatore** - Nice graphical treatment of microeconomic concepts. Calculus is excluded from the exposition, focusing on the intuition and visual explanations.
7. ***Price Theory and Applications*, Jack Hirshleifer, Amihai Glazer, and David Hirshleifer** - Similar to Salvatore's book, with less intuition and more graphical analysis.
8. ***Microeconomics and Behavior*, Robert H. Frank** - If Salvatore's book and Perloff's book had a baby.
9. ***Microeconomics*, Robert Pindyck and Daniel L. Rubinfeld** - Non-technical treatment of the material.

## Clickers

In almost every lecture, there will be opportunities for students to earn points by answering questions with their TurningTechnology clickers. Students are required to bring their clickers to lecture each day. Using any clicker other than your own is a violation of the Honor Code; having another individual use your clicker is a violation of the Honor Code. There are no opportunities to make up missed clicker points. However, in order to allow for illness, technical problems, and other unforeseen emergencies, there is a 10% curve on your clicker score (not to exceed a total score of 100%). This equates to 2-3 days' worth of clicker points.

Prior to August 26<sup>th</sup> you must register your clicker with TurningTechnologies. Registration instructions **will be** posted on Sakai in the *Course Management* folder under the *Resources* link.

## Attendance

I expect regular attendance. 10% of your course grade will be based on your performance on the in-class clicker questions. Moreover, I expect you to come to class prepared. You should read the relevant material before I cover it in lecture and come to class ready to work out problems and ask/answer questions. Make the best use of your time! Come to lecture prepared to take an active part in your learning. I strongly encourage and welcome questions.

If you miss a lecture, please take the following steps in the order listed to obtain the missing material.

1. Look for any new announcements on Sakai.
2. Talk to other students and acquire copies of their notes.
3. Review the relevant slides for the class.
4. Read the text corresponding to the class content.
5. Discuss any questions you have on the content with a TA during an EIM session.

## Laptop/Cell-Phone Restrictions

Unless you have a documented visual, auditory, or learning disability requiring the use of a laptop, all laptops and cell-phone usage is restricted during class. The first time you violate the restriction, you will be warned. The second time you will lose all Clicker points for the day. If you are expecting an important phone call (job interview, family illness, etc.), please notify me before class and then sit in the back of the class near the exit.

## Class Conduct

Do not talk to your neighbors during class. It distracts the students around you, and it distracts me. The first time you violate this restriction, you will be warned. The second time you will lose all Clicker points for the day.

# EIM (Extended Intermediate Microeconomic) Sessions

## Standard EIM Logistics

Throughout the semester, whenever regular UNC classes meet on a Monday-Wednesday, extended sessions will be held according to the following schedule. A graduate TA will be present during each session to answer any questions you have. The sessions are first-come, first-serve, with a 20 minute limit per individual if multiple students are waiting. If no students are waiting, you can spend as much time as you need with the graduate TA.

	Monday	Tuesday	Wednesday	Thursday	Friday
Day Session(s)	TBD	N/A	TBD	N/A	N/A
Evening Session	TBD	TBD	TBD	N/A	N/A

If a TA is not present at a scheduled EIM session, please send an email to the Head TA ([econ410-admin@unc.edu](mailto:econ410-admin@unc.edu)) and me so we can get someone to the session as quickly as possible.

To find the time/location of an EIM session, please refer to the Course Calendar in Sakai.

On evenings for which a HW Help Session is scheduled, the HW Help Session will take the place of the EIM session.

## Flex EIM Logistics

In addition to the Standard EIM Sessions, we will also be offering Flex EIM Sessions. Specifically, if you would like to meet with a TA on a Thursday or Friday or have a schedule conflict preventing you from attending the Standard EIM Sessions, you may request a Flex EIM Session by emailing [econ410-flex@unc.edu](mailto:econ410-flex@unc.edu). In your request, please include the following:

1. Your name
2. Your pid
3. Your section
4. The best manner to contact you
5. Times you are able to meet during the week
6. Location preference

TA's will be holding up to 8-hours of Flex Sessions per week, on a first-come/first-serve basis. Each student may request up to an hour per week. On high-demand weeks, we will limit the Sessions to 30 minutes per student. Multiple students can attend a single Flex Session, if desired. If four or more students would like to attend a single Session, they may request a 2-hour Group Session. If you are requesting a Flex Session, the location will likely be in the TA's office, although specifics will be determined on a Session-by-Session basis.

## Grades

The actual letter grade you earn in this course will be based on a grading scale to be determined *after* the final exam. This scale may or may not resemble the 10-point scale that many of you are used to (*e.g.*, 90-100% is some sort of A, 80-89% is some sort of B, etc...) because I reserve the right to curve. (I will not curve down.) I will provide feedback over the semester on how to interpret your raw homework and exam scores so that you know how you are progressing in the course.

## Grade Breakdown/Schedule

Your grade will consist of 4 components. Please note there is **no extra credit** in this course.

Portion	%	Date	Description
Clickers	10%	Daily	For each class, the percentage of the available clicker points you receive will make up your daily score. Your overall clicker score will be the average of your daily clicker scores plus a 10 point curve (not to exceed 100).
3 Midterms	45%	Midterm 1 on Tu, 9/23 Midterm 2 on Tu, 10/28 Midterm 3 on Tu, 11/25	Your Midterm score will be the average of your 2 highest Midterm scores.
Final	25%	Th, 12/11; <b>12pm-3pm</b>	Comprehensive final covering all aspects of the course.
HW	20%	HW1 due 9/4 HW2 due 9/11 HW3 due 9/18 HW4 due 10/2 HW5 due 10/9 HW6 due 10/23 HW7 due 11/6 HW8 due 11/13 HW9 due 11/20	Homework assignments will be comprised of two parts: one part administered through MyEconlab and a second part consisting of long-form questions.  I will drop your lowest HW grade and calculate your HW score as the average of the remaining HW assignments.

## Homework Policies

MyEconLab questions will be graded automatically, and no submissions will be accepted after the due date. Please plan accordingly and submit your assignment early. You can (and should) save your work as you go. The MyEconLab assignments do not have to be completed in one sitting. I will collect the Honors portion of your homework at the beginning of class on the assigned day. **Under no circumstances will late homework be accepted.** If you anticipate missing class that day, you must get the assignment to me before the start of class.

You may use the following resources to help you complete the MyEconLab portion of your HW assignments:

1. Anyone taking ECON 410-001 or ECON 410-002 this semester.
2. ECON 410 TA's
3. Me
4. Anyone taking ECON 410H-001 this semester.
5. Any economics book, whether in electronic or traditional form.
6. Course notes from another Intermediate Microeconomics course found online.
7. Math software, including [www.wolframalpha.com](http://www.wolframalpha.com).
8. Instructional websites, such as [www.khanacademy.org](http://www.khanacademy.org).

*You can NOT use resources #1 or #2 to help you complete the long-form portion your HW assignments:*

Any other resource is considered an Honor Code violation. If you have any questions about a particular resource, please do not hesitate to ask me prior to using it.

## HW Help Sessions

Besides the normal EIM sessions, graduate TA's will hold additional HW Help Sessions during HW weeks. The schedules for HW Help Sessions are as follows:

Monday	TBD
Tuesday	TBD
Wednesday	TBD
<b>Thursday</b>	<b>HW Due</b>

Within the HW Help Sessions, the TA will work through practice problems related to the homework assignment and answer HW specific questions. Any question of the form "is this right", "is this wrong", or "how do I do this" will not be answered. Instead, you should have worked through the problem to the best of your abilities and have specific questions. Alternatively, if you truly are lost on a particular problem, you should bring in a list of concepts which you think apply to the problem that the TA's can use to guide the session.

## **Midterm/Final Policies**

If you miss 1 Midterm, your Midterm score will simply be the average of your other two Midterms. If you miss 2 Midterms, you will receive a score of 0 for the second Midterm.

Per UNC rules, you must have a valid excuse from the Dean to take the Final Exam at a time other than the schedule time. Details can be found at <http://advising.unc.edu/policies-and-procedures/final-exam-excuse/>. If you miss the Final Exam and do not have an excuse from the Dean, you will receive a score of 0 on your Final.