

**Economics 310**  
Applied Microeconomics  
Spring 2018

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Instructor: Calebe Figueiredo

Email: cfiguei@live.unc.edu

Time and Place: Monday-Wednesday-Friday, 9:05-9:55am, Gardner Hall 08.

Office Hours: TBD Phillips Annex.

Teaching Assistant: Zhechen

Textbook: Managerial Economics and Business Strategy, Michael Baye and Jeff Prince

Other Resources you might find useful: Managerial Economics, Samuelson and Marks.

Managerial Economics, by Keat and Young.

Course Objectives: The principal goal of this course is to teach you to analyze how firms make decisions. A secondary goal is to help you to develop critical thinking skills that are broadly applicable to other fields of study and professional settings.

Grading: Your course grade will be determined by

1. Participation: 5%
2. 2 Midterms: 50% (25% each)
3. Final Exam: 35%
4. Homeworks: 10%

Grading Scale: Final grades will be assigned on the following scale (out of 100).

A 93-100%	C 73-76%
A- 90-92%	C- 70-72%
B+ 87-89%	D+ 67-69%
B 83-86%	D 60-66%
B- 80-82%	F <60%
C+ 77-79%	

Grades with decimal points will be rounded to the next integer. For example, 86.2 will be round to 87 and the student will be assigned a B+. In addition, I reserve the right to move these cutoffs downward to appropriately reflect the student's understanding of the material given performance on the exams.

Homework: There will be 4 homeworks assigned throughout the semester. Each student must turn in his/her own homework; however, group work is allowed and highly recommended. Homework is due at 9am on the due date and late homeworks will receive partial credit. Only the multiple-choice portion of the problem sets will be graded.

Exams: There will be 2 midterms and a final. The final exam will be cumulative. The date for the final exam is 5/7/2018 at 8am.

The dates for the midterms (in class) are 2/23 and 4/6.

Exam Policy: You may use a calculator on the exams for calculations only. You may not use your calculator to store formulas or other information. You may not use a cell phone as a calculator during the exam.

If you have to miss one of the midterms:

1. You must communicate the reason to the instructor before the exam is held. Failure to do so will incur on score zero.
2. The missed exam's weight will be reassigned to the final.
3. No make-up midterm will be given.
4. If a student miss both midterms, grade zero will be assigned to Midterm 1 and the weight of Midterm 2 will be assigned to the final.

Attendance at the final exam is mandatory. Per UNC rules, you must have a valid excuse from the Dean in order to take the final exam at a time other than the schedule time. If you miss the final exam and do not have a dean's excuse, you will receive a zero on the final exam.

Class Attendance and Participation: Class attendance is strongly encouraged. My goal is to maintain an atmosphere conducive to learning for all students. As such, neither cell phones nor computers will be allowed in class. All students are expected to abide by the UNC Honor Code. If you are not familiar with the code, consult <http://honor.unc.edu> to learn more.

<b>Topic</b>	<b>Textbook Chapter</b>	<b>Schedule</b>
Production and Costs	5	Week 1 - 3
Costs	5	Week 3 - 4
Homework 1		
Organization of the Firm	6	Week 4
Nature of Industry	7	Week 5
Homework 2		
Midterm 1		
Supply and Demand	2	Week 6 - 9
Quantitative Demand	3	Week 9 - 10
Perfect competition	8	Week 10
Homework 3		
Imperfect competition	8	Week 11 - 12
Advanced pricing strategies	11	Week 13
Midterm 2		
Game theory	10	Week 14 - 15
Homework 4		
Final exam		