Textbook:
Principles of Microeconomics, Robert Frank and Ben Bernanke, **Fifth Edition**, McGraw Hill.

The text is required and will be used heavily in the course. There is no textpak.

Course objective:
This course surveys the fundamental principles of microeconomics, and describes how those principles inform managerial decision-making. We’ll use a variety of real-world examples and current events to illustrate key concepts.

The first section of the course introduces essential concepts such as opportunity cost, sunk costs, supply and demand, and how competitive markets determine prices and profits. We will also cover advanced topics including monopoly pricing, price discrimination, game theory, externalities and information economics.

You should expect to leave the course with a firm grip on economic tools for thinking about business problems.

Class expectations and etiquette:
I expect you to read the required chapters prior to coming to class. The lecture will presume some familiarity with the material. You are responsible for all material in the assigned chapters and any appendices associated with those chapters; my class notes will be the best guide to what’s important for quizzes and the final exam.

I do not take attendance. If you are on a border between grades, your attendance and participation in class will be considered. I will provide my PowerPoint slides for each class in advance; those slides will contain most, but not all, of what we cover in class. If you miss class, catching up (for example, by getting lecture notes from a classmate) is your responsibility.

Class rules are simple: act as you would in any other professional setting. Turn off all cell phones, computer sound, and so on. Refrain from speaking when others are speaking. I understand that you may need to miss class, arrive late or leave early. I would appreciate advance notice of that, and consideration of others when arriving or leaving.

I prefer to be flexible regarding laptop use for class purposes such as taking notes. However, a laptop screen can distract students sitting behind the laptop user. For that reason, if you want to use a laptop for class purposes I prefer that you sit toward the back of the class, preferably in the back row. I reserve the right to modify the laptop policy at any time, based on feedback I receive from students during the term.
What you should expect from me:
You should expect me to adhere to the same standards of professional behavior that I expect from you. You should expect me to be prepared and on time. Grading should be prompt and impartial. Responses to email questions should be swift. Notifications of cancelled class should be early. You should expect me to be flexible with office hours if you need some extra help. Most of all, you should expect me to care about teaching, and care about teaching well.

How to do well:
Come to all classes. Read each chapter both before and after each lecture. Actively think and participate in class. Do the homework problems following each chapter. Stay ahead.

Grading:
There are 4 items that will make up your grade. The items total up to 100 points:
1. Three quizzes worth 20 points each in the 3rd, 5th and 7th weeks.
2. A comprehensive final exam worth 40 points.

You may substitute ONE quiz grade with your final exam grade should it be higher than any quiz. If you miss one quiz, your final grade will automatically replace it. There are no make-up quizzes.

Homework:
There is no assigned homework. At the end of each chapter is a series of homework questions. I recommend that you work them all. Answers to all the homework questions will be made available to you on the class web page. Selected homework questions will be covered in the review sessions prior to each quiz.

I understand that the online practice quizzes also are useful; their format matches that of the quizzes.

Quizzes:
A quiz will be given in the last hour of the 3rd, 5th and 7th classes. You will have one hour to complete the quiz. Quizzes will be graded and returned to you within one week. If you have questions about grading, please email with specifics of the question and grade.

Office Hours and Review Sessions:
I am available to meet during office hours and by appointment; please email me with meeting requests.

I am also available via email to answer questions about course material or homework questions. I check email much more frequently than voicemail.

There will be a review session, led by my teaching assistant or by me, before each quiz. Review sessions will be in the main classroom. Dates and times are listed below.
Class 1, 10/1: Chapters 1 and 3

Class 2, 10/8: Chapters 3 and 4

Review Session 1: Wednesday 10/10, Gallagher 1213, 10:30 AM-11:30 AM.

Class 3, 10/15: Chapter 5
   Quiz: Chapters 1, 3, 4

Class 4, 10/22: Chapter 6

Review Session 2: Wednesday 10/24, Gallagher 1213, 10:30 AM-11:30 AM.

Class 5, 10/29: Chapter 7
   Quiz: Chapters 5 and 6

Class 6, 11/5: Chapters 10 and 13

Review Session 3: Wednesday 11/14, Gallagher 1213, 10:30 AM-11:30 AM.

Class 7, 11/19: Chapter 8
   Quiz: Chapters 7, 10 and 13

Class 8, 11/26: Chapter 9

Class 9, 12/3: Chapter 11

Final exam review: Wednesday 12/5, Gallagher 1213, 10:30 AM-11:30 AM.

Final Exam. Monday 12/10, 12-3 PM
Exam is comprehensive. Format is similar to quizzes.