UNIVERSITY OF HAWAI’I - MĀNOA
Department of Economics
Fall 2008 Semester

ECON 130(4)
Principles of Microeconomics
Mon./Wed./Fri. 10:30 – 11:20 AM
Business Administration A102

http://mankiw.swlearning.com
http://www2.hawaii.edu/~lacroix
http://www.aplia.com

Instructor: Professor Sumner La Croix
Office Hours: Monday 1:30-2:30 pm
Wednesday 9-10 am
And by appointment
Office: Saunders Hall 515A
Tel: 956-7061
E-mail: lacroix@hawaii.edu

Graduate Assistant: Hazel Parcon
Office Hours: Tues 11 am – 12 pm
Thurs 1 pm – 2 pm
And by appointment
Office: Saunders Hall 539
Tel: 956-8639
E-mail: hparcon@hawaii.edu

The syllabus, class announcements, handouts, powerpoint presentations, and other course material are posted at http://www2.hawaii.edu/~lacroix as they become available.

COURSE DESCRIPTION: This course examines how resources are allocated through market and non-market mechanisms. We provide students with economic concepts and models and show how to use them to analyze real-world questions. Topics include: supply and demand analysis; theory of consumer demand; theory of the firm including production and costs, perfect competition, monopoly, monopolistic competition and oligopoly; and public policy analysis of various issues including, but not limited to, excise taxation, externalities and market structure. The analytical skills required for successful completion of this course are high school mathematics.

Our goals for students in this course include, but are not limited to:

- Achieving **basic economic literacy**, i.e., each student is able to clearly explain core microeconomic terms, concepts and theories;
- Fostering **critical thinking** by demonstrating the ability to apply microeconomic reasoning to contemporary social issues and policy problems;
- Applying **quantitative reasoning** using appropriate equations and graphs to illustrate theoretical and policy problems;
- Developing the expertise needed to effectively **communicate your reasoning** to others in writing;
- And providing a critical understanding of **international trade and competition**.
PREREQUISITES: High school mathematics. No calculus required.

TEXTBOOK: JUST ONE BOOK!!

Gregory N. Mankiw, *Principles of Microeconomics*, 4th edition, Thomson South-Western, 2004. The textbook is required. A digital version of the textbook may be available from the publisher or from the UH bookstore. **You need to purchase a new copy bundled with Aplia.** A copy of the text is on reserve at Sinclair Library.

GRADE DETERMINATION

Letter grades are assigned using the University of Hawaii plus/minus grading system. I do not assign grades of D-, D+, or C-. Grades assigned may include: F, D, C, C+, B-, B, B+, A-, A, and A+.

Grades are determined on the basis of the following components.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>Homework</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm exam #1</td>
<td>15%</td>
</tr>
<tr>
<td>Midterm exam #2</td>
<td>15%</td>
</tr>
<tr>
<td>Final exam</td>
<td>35%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

INFORMATION ABOUT THE THREE EXAMINATIONS

All examinations will consist of multiple choice questions and short essay questions. Examinations are closed-note, closed-book. No caps, dictionaries, hats, cell phones, ipods, backpacks, or calculators. Come with #2 pencils and official UH picture ID.

The final examination is cumulative, with extra emphasis on topics covered since the second midterm. Midterm examinations are not cumulative but questions may require application of material learned earlier in the course.

Attendance at all examinations is mandatory. No make-up examinations will be offered except for University-sanctioned excuses. If you do miss an examination, be sure to e-mail the instructor and explain why you missed the examination. Students with an unexcused absence will receive zero (0) points and a “F” letter grade on that examination. Students who miss any of the above scheduled examinations are advised to withdraw from the course at their earliest opportunity. If a make-up examination is warranted, its format may differ from the examination administered in class and will be administered at the convenience of the instructor and teaching assistant.

Review Session for Midterm One: Wednesday, September 24, time and place TBA.
Midterm One: Friday, September 26 in class.
Review Session for Midterm Two: Wednesday, October 29, time and place TBA.
Midterm Two: Friday, October 31 in class.
Last Day of Instruction for Our Class: Wednesday, December 10.
Review for Final Exam: Friday, December 12, time and place TBA.
Final Exam: Friday, December 19 from 9:45 – 11:45 am in our usual classroom.

Check out http://mankiw.swlearning.com for materials that can help you study for examinations. Check out the tutorial quizzes, the flash cards, and the key term reviews!!

CLASS ATTENDANCE

Class attendance is required. Students unable to attend ALL course lectures as scheduled should withdraw immediately. Attendance will be measured through a sign-in system. Students unable to attend the entire lecture should not sign-in. Because attendance will count toward course credit, abuse of the sign-in system will be treated as academic dishonesty. All violators will be reported to the UH administration for review. Students can miss FOUR classes without penalty. Attendance will not be taken at the first three classes (August 25, 27, and 29). Each subsequent class missed results in a 1% loss in the maximum 15% of the grade that can be earned from class attendance.

HOMEWORK

There are two types of homework for this class: Aplia homework and non-Aplia Homework.

1. Non-Aplia Homework

Homework is distributed every Friday via http://www2.hawaii.edu/~lacroix. You can work together on the homework but you must write up your answers independently. Homework is due in class at 10:30 am on the following Friday. You can hand it in early by putting it in the teaching assistant’s mailbox in Saunders 542 or handing it to the teaching assistant at the start of the Friday class. The teaching assistant will review the answers to the problems during class on Friday.

Aplia assignments are due on Monday at 9 pm and Thursday at 9 pm. The teaching assistant will review some of the assigned Aplia problems during the Friday class.

2. Aplia Homework: Registration and Use

You can begin working on your homework as soon as you register!

- In this course, you will use the Mankiw textbook and the Aplia website.
- You will save money if you buy these together.
- You have four purchase options for the Aplia problem sets and Mankiw textbook (see below).
- Don't buy anything until you understand your alternatives.
Four Purchase Options

Option A: Buy Aplia Directly With an Electronic Book
- Purchase access to your course directly from Aplia on our website for $70.00. The website includes:
  o Access to an online copy of your textbook.
  o Content that has been customized for your textbook and course.
- However, if you try using the online textbook and decide you would also like a physical textbook, you can order one from Aplia for $50.00 USD plus $7.50 for shipping and handling. In this case, Aplia plus a new book would cost you $127.50.

Option B: Buy Aplia Directly and Buy a Used Textbook On-Line
- This is Option A ($70.00 for Aplia and electronic book) coupled with your own purchase of a used/new book from an on-line merchant.

Option C: Purchase a New Book Bundled with Aplia at UH-Manoa Bookstore
- UH Bookstore has a new book and Aplia (bundled together) available for $172.70. The bundle contains an Aplia Access Card with a Payment Code that you can enter on Aplia's website as payment for your Aplia course.

Option D: Purchase a Used Book Bundled with Aplia at UH-Manoa Bookstore
- UH Bookstore has a new book and Aplia (bundled together) available for $131.25. The bundle contains an Aplia Access Card with a Payment Code that you can enter on Aplia's website as payment for your Aplia course.

Summary: You have options that range from $70 to $172.70. Choose carefully!!!

Aplia Registration Instructions

2. Click the System Configuration Test link below the Sign In and Register sections to make sure you can access all of the features on Aplia's website. This takes just a few seconds and tells you how to update your browser settings if necessary.
   • If you have never used Aplia before, click the New Student button and enter your Course Key: SD3X-YFRV-9CL8. Continue following the instructions to complete your registration.
   • If you have used Aplia before, sign in with your usual e-mail address and password and enter your Course Key when prompted: SD3X-YFRV-9CL8.
If you are not prompted for a new Course Key, click the **Enter Course Key** button to enroll in a new Aplia course. Enter your Course Key when you are prompted.

4. If you think that you might drop the class, you should choose the option to pay later. Your payment grace period ends at the end of the day on 09/14/2008.

**Aplia assignments:** Aplia assignments must be done by the due date!! The software does not understand excuses. **Do your assignments early to keep last minute emergencies from getting in your way.** After the due date, Aplia displays the correct answers and explanations for graded problems. All Aplia assignments and due dates are displayed on the Aplia website at the La Croix Econ 130(4) Fall 2008 site.

**Disclaimer:** Professor La Croix does not receive (and never has received) **ANY monetary or in-kind benefits from requiring Aplia assignments.**

Having trouble getting started? Drop by the teaching assistant’s office during her office hours and get a jump start—or at least a hint!!

**COLLEGE OF SOCIAL SCIENCES COMPUTER LABS**

Don’t have a computer? (You will need a computer to download and—sometimes—complete homework and to complete assigned Aplia problem sets.) Use the College of Social Sciences computer labs! They are located in:

Saunders Hall 635
Saunders Hall 342

Lab users are required to log in with their UH email address (without the @hawaii.edu) as their username and their UH ID number as their password. See the example below of a student ID card. The numbers in the box are your UH ID number and your password.
Once you're entered into the system, the computer will ask you to change your password.

**IN-CLASS EXERCISES**

We will devote all or part of 4-5 classes to in-class exercises. The exercises are fun. They are not graded. You will learn economics by participating in them!! You must come to class and participate actively in the exercises to receive the daily attendance credit.

Topics include:

- Trade
- Voluntary provision of public goods
- Externalities
- Diminishing returns
- Prisoner’s dilemma (game theory)

**CLASS LECTURE AND READING SCHEDULE (subject to change)**

We will also distribute on-line short readings.

**I. August 25 - September 26, 2008**

Mankiw, Chapters 1-6.
First Midterm, Friday, September 26 in class.

**II. September 29 – October 31, 2008**

Mankiw, Chapters 7-12.
Second Midterm, Friday, October 31 in class.

**III. November 3 – December 10, 2008**

Mankiw, Chapters 13-18.
Final Exam on Friday, December 19, 2008 from 9:45 – 11:45 am in usual classroom. You must take the final exam on the assigned date. No exceptions.

There are classes every Monday, Wednesday, and Friday from August 25 through December 10, 2008 except on Monday, September 1 (Labor Day) and Friday, November 28 (Thanksgiving Break).

**ENJOY THE COURSE!! OUR GOALS ARE TO LEARN ECONOMICS; TO APPLY ECONOMICS TO REAL-WORLD SITUATIONS; AND TO HAVE SOME FUN!!**