

Econ 1100.452 - Principles of Microeconomics

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Office Hours: By appointment; email me and the TA, and we can set up a time to meet over Zoom.

Communication

Please use your UNT student email address to reach us. Email from any other source or to any other email address is unlikely to make it through UNT filters and will not be answered. If you contact us via email, please include the course and section number (1100.452) in the subject line. I will respond to email within 24-48 hours (usually way earlier than that), Monday through Friday when UNT is open. If you do not get a response, please resend making sure to follow the above instructions. Email correspondence should be appropriate and course-related. Please refrain from any emails to treat your coursework and grade differently than what is outlined on this syllabus. Inappropriate emails will be forwarded to the appropriate campus office and/or official.

Course Description, Structure, and Objectives

Course Description

This course serves as an introduction to microeconomics, including several models of consumer and business decision-making in a market-based economy. The techniques of economic analysis are used to examine models of consumer behavior and producer behavior, the impact of competitive conditions on market prices, as well as several sources of market failure and government involvement in markets. Once developed, these tools of analysis are applied to current economic situations.

Course Structure

This course takes place 100% online. Your interaction with the course will take place in Canvas and Achieve (via Canvas). While online courses offer a lot of flexibility, there are set homework and exam dates that you must be mindful of. There are a lot of homework due dates, but you can work ahead a bit.

Course Objectives

By the end of the course, you should be able to:

1. Describe the fundamental behavioral assumptions that form the basis for economic analysis.
2. Describe what it means for an action to be economically efficient.
3. Explain how individuals acting to maximize their own well-being will specialize in production so that they can consume as much as possible and how this idea can be used to explain gains from trade.
4. Explain how individuals, acting to maximize their own well-being function as producers and consumers and how the resulting interaction of supply and demand for goods and services in markets leads to an efficient allocation of resources.
5. Explain how the market elements of supply and demand can be used to measure the value of market interaction and the value of efficiency.
6. Explain how government policy such as price controls or taxes and subsidies affect market outcomes and the value of the markets themselves.
7. Explain how externalities can affect market outcomes and efficiency and the policies that can improve efficiency.
8. Explain the profit-maximizing or loss-minimizing production level of output for perfectly competitive firms given market conditions and how competitive markets adjust to changes in market conditions.
9. Explain how having market power affects firm pricing and production decisions and how this outcome compares to the competitive market outcome.

Required/Recommended Materials

Required eBook

How Economists Make Sense of the World You Live In: An Introduction to Microeconomics (2026 edition); Publisher: Macmillan; Author: Jeffrey Rous

This course requires the above digital textbook hosted by Macmillan/Achieve. You must access these materials through the links to Macmillan material in Canvas, where you have been automatically enrolled. Follow the prompts through Canvas and Achieve to log in to Achieve (or sign up with Achieve if this is your first time using the platform). If, at any point, you are prompted for an email address, you must use your UNT address, or your grades will not be recorded. For troubleshooting with Achieve, please see the related module in Canvas.

Suggested Material:

Rous, Jeffrey (2026) Notebook Companion to How Economists Make Sense of the World You Live In: An Introduction to Microeconomics

Additional (External) Recommended materials

If you are looking on a slightly different take for a concept where you feel unsure, I do recommend the Marginal Revolution University microeconomics videos. You might see some small differences, but if you are having trouble with any of the material, sometimes seeing another treatment can be very helpful.

Course Calendar

Course Calendar

Week	Dates	Topics Covered
1	8/17 - 8/23	Chapter 1 What is Economics
2	8/24 - 8-30	Chapter 2 Modeling the Economy and the PPM Chapter 3 Specialization and Trade
3	8/31 - 9/6	Chapter 4: Markets Chapter 5: Demand
4	9/7-9/13	Chapter 6
5	9/14 - 9/20	Chapter 7 Demand Exam 1 (Chapters 1-7), Friday 9/18
6	9/21 - 9/27	Chapter 8 Welfare Economics Chapter 9 Analyzing Price Controls
7	9/28 - 10/4	Chapter 10 Taxes and Subsidies
8	10/5 - 10/11	Chapter 11 Externalities
9	10/12 - 10/18	Chapter 12 Special Cases Exam 2 (Chapters 8-12), Friday 10/16
10	10/19 - 10/25	Chapter 13 The Competitive Model in the Short Run
11	10/26 - 11/1	Chapter 13 The Competitive Model in the Short Run (continued)

12	11/2 - 11/8	Chapter 14 The competitive model in the long run
13	11/9 - 11/15	Chapter 15 Firms with Market Power
14	11/16 - 11/22	Chapter 15 Firms with Market Power (continued) Exam 3 (Chapters 13-15), Friday 11/20
	11/23 - 11/29	Thanksgiving Week
15	11/30 - 12/6	Essay Assignment (Nov. 30) and Review Week
16	12/7 - 12/11	Final Exam (Chapters 1-11) due Tuesday 12/8

Grading Policies

There are four grading categories:

Review assignments - 12% of total grade.

essay assignment - 4% of your grade.

Exams (Exam 1, Exam 2, Exam 3) - 54% of your grade

Final Exam - 30%.

Final Grade based on the percentage of the points earned

A: 90-100%

B: 80-89.9%

C: 70-79.9%

D: 60-69.9%

F: Below 60%

Late Work

Please follow the due dates carefully. Review assignment has 2 attempts per QUESTION, not 2 attempts per Quiz. You can submit it late for a **daily penalty of 20%** off the total score.

Since correct answers are to be released promptly, I cannot reopen assignments or exams once answers have been released. Unexcused late work is NOT accepted in this course and missed assignments will receive a grade of zero.

Exams account for a combined 84% of your final grade. **THERE WILL BE NO MAKE UP EXAMS.** If you are attending a university-related commitment, such as travel for athletics or a recording session for a UNT Jazz band, your exam may be rescheduled to another date around the predetermined date. Please send your official documentation attached to your reschedule request by the Wednesday before the corresponding exam. Once the exam is given, there will be no makeup for the test for any reason. If you miss an exam, a grade of “0” will be posted in Canvas for that exam.

Examination Policy

Exam dates and the chapters to be covered are listed on the Course Calendar. There are three non-cumulative exams during the semester. **Exams are available during the specific time window on predetermined dates.** You have the chance to choose the best time for you to start your own exam.

Exams Require the Use of Lockdown Browser

This means you will need a webcam if one is not already built into your computer. You may use scratch paper, and a dedicated calculator (no smart devices) during the exam. **Anyone obscuring the webcam or moving themselves out of frame in any way during the exam will receive a zero for that exam.**

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating (including unauthorized assistance from other individuals or software, including artificial intelligence), fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from an admonition, a reduced grade on assignments, a failing course grade, or expulsion from the University.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding

one's specific course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, refer to the Office of Disability Access website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission