

# Econ 1: Principles of Microeconomics

Summer 2014  
Monday-Thursday 2-3:20pm  
Center Hall 119

# Basic Information

- The course: We will begin this course by asking why individuals interact in market settings. We then discuss demand, supply and market equilibrium. Having done that we then examine more closely how individuals make consumption choices, how firms behave under perfect competition and why perfectly competitive markets lead to efficient outcomes. Finally, we discuss international trade. There are no prerequisites.
- The instructor: Kate Antonovics
  - Office: Economics 327
  - Office hours: **Monday 12:30-1:30pm**
  - Email: [kantonov@ucsd.edu](mailto:kantonov@ucsd.edu)

# What You Need to Buy

1. The UCSD custom edition of Principles of Economics, 5<sup>th</sup> Edition, by Frank and Bernanke (ISBN-9780077815653). The UCSD custom edition contains an important appendix to Chapter 5 and additional material on international trade that are not in the standard 5<sup>th</sup> edition. This book also will be used for Econ 2 and Econ 3.
2. Connect Plus access code: This will allow you to gain access to the digital materials that accompany the textbook, including the weekly on-line assessments. Your instructors for Econ 2 and Econ 3 may also require you to have this access code.
3. i>clicker or i>clicker2: available at the UCSD Bookstore, \$48 new, \$36 used

# The Textbook & Connect Plus

- Bundled together at the UCSD Bookstore: **\$93.50**
- Connect access code alone: **\$80** (no e-book)
- ~~Connect Plus access code alone: **\$159.50**~~
- I recommend that you buy the Bookstore bundle.
  - It's a good deal.
  - You have access to the full range of digital resources.
  - Warning: do not lose your registration code!!!

# Course Web Page

## ted.ucsd.edu

- ALL course information and materials (including a copy of this syllabus) are posted on the class web page.
- You MUST register your i>clicker on ted.
  - **YES!** Even if you have registered your clicker for another class.
  - Click on **Register Your i>clicker Remote ID** in the course menu.
  - If you fail to do this, you will not receive credit for any of your clicker responses!

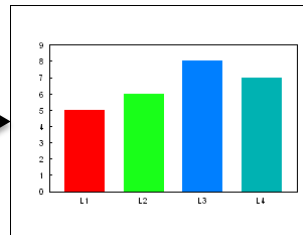


# Weekly Requirements

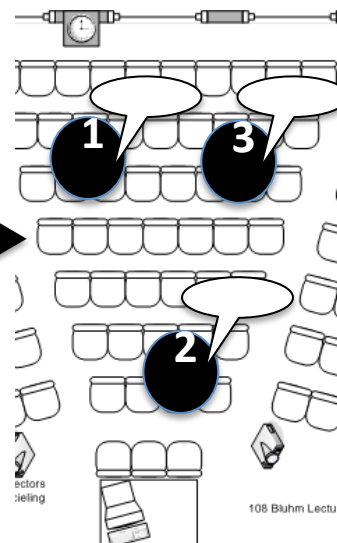
1. Complete pre-class assignments: read or watch a short video (or maybe something else) before each class.
2. Attend class
  - a. Sit in assigned seats
  - b. Take a short *clicker quiz* at the beginning of class based on pre-class assignment
  - c. Take notes—partial lecture notes are posted on Ted
  - d. During class answer *clicker discussion questions* and engage with your fellow students.
3. Attend weekly discussion sections: Your TAs will go over old exam questions, which will be posted ahead of time on the class web page. Answers otherwise not available until just before the midterm. You are not required to attend section but it is highly recommended.
4. Complete weekly online assessments

# Clicker Quizzes

Individual Vote



Class-Wide Discussion

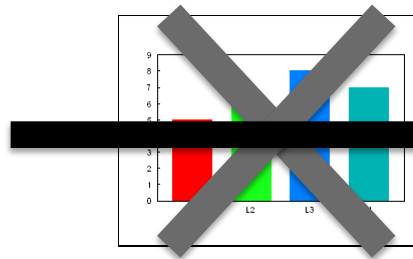


Instructor Wrap-up



# Clicker Discussion Questions

Individual Vote



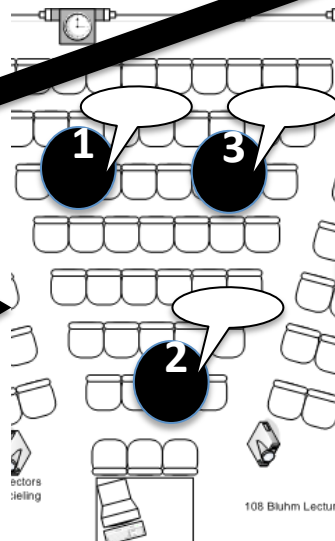
Small Group Discussion



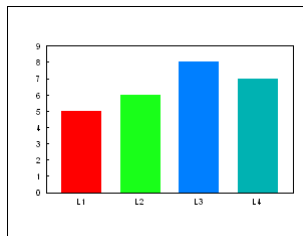
Group Vote



Class-Wide Discussion



Instructor Wrap-up





# Online Assessments

- Types of online assessments (BOTH are required)
  - End-of-chapter (EOC) questions
  - LearnSmart (LS) adaptive learning modules
  - Graded on the percentage of questions you answer correctly
- To complete the online assessments, you need a Connect Plus access code
- Most assessments are due Sunday at 9pm. Late assessments are not accepted. **No exceptions.** To allow flexibility for students who have critical conflict or who are experiencing computer problems the night the assessments are due, I drop the 4 lowest scores.

# Course Grades

Item	Percent of Course Grade
<b>Clicker Quizzes:</b> clicker questions at the beginning of class <ul style="list-style-type: none"><li>• Graded on whether you correctly answer questions</li><li>• 4 lowest scores automatically dropped</li></ul>	5%
<b>Clicker Discussion Questions:</b> clicker questions during lecture <ul style="list-style-type: none"><li>• Graded only on participation</li><li>• You get full credit if you click at least 75% of the time</li><li>• 4 lowest classes automatically dropped</li></ul>	5%
<b>Online Assessments</b> <ul style="list-style-type: none"><li>• Approximately 16 individual assessments</li><li>• 4 lowest scores automatically dropped</li></ul>	10%
<b>Midterm:</b> Thursday, August 21 <sup>st</sup> from 2-3:20pm ( <b>NOT NEGOTIABLE</b> ) <ul style="list-style-type: none"><li>• In class</li></ul>	35%
<b>Final Exam:</b> Saturday, September 6 <sup>th</sup> from 3-6pm ( <b>NOT NEGOTIABLE</b> ) <ul style="list-style-type: none"><li>• Cumulative</li><li>• SOLIS HALL 107</li></ul>	45%

# Academic Integrity

- Academic dishonesty will not be tolerated. Students are expected to do their own work, as outlined in the UCSD Policy on Integrity of Scholarship. All suspected cases of academic dishonesty will be reported to the Academic Integrity Coordinator. In addition to the penalties imposed by the Academic Integrity Review Board, **I also reserve the right to fail students found guilty of academic misconduct.**



- The following are a few examples of academic dishonesty
  1. Using someone else's clicker in class
  2. Having another student complete an assignment for you or give you answers to specific questions
  3. Using unauthorized materials in an exam
  4. Looking at another student's answers during an exam
  5. Having someone else take your exam for you
  6. Lying about having taken an exam or completed an assignment

# Administrative Issues

1. If you have a documented disability, please to talk to me as soon as possible so that I can make suitable accommodations for you. If you believe that you have a disability and desire accommodation, please register with the Office for Students with Disabilities.
2. If you need to miss a midterm for a verifiable medical/legal/sports reason, your midterm grade will be your grade on the final. Failure to notify me promptly that you must miss a midterm will result in a zero grade for that midterm. Unexcused absences will also result in a zero.
3. If you arrive late to an exam, I will allow you to take the exam in the time that remains *as long as no one has turned in his/ her exam and left the room*. Once a classmate has turned in his/her exam, you will earn a zero on the test if you arrive late.

# Administrative Issues

4. UCSD now has automated waitlists. If you have any questions regarding adding the class, please contact the undergraduate advisors in Sequoyah Hall 245.
5. With the permission of the TA, you may attend any discussion section and go to any of the TA's office hours.
6. Midterms and exams that you do not pick up will be kept for one quarter following the end of the course and then thrown away (at which point your scores cannot be disputed).

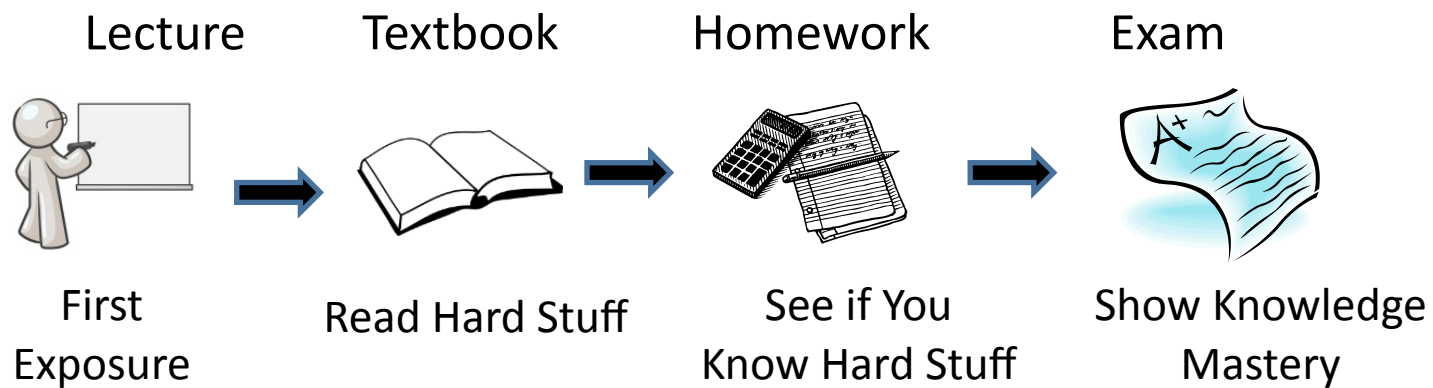
# Topic Outline

Topic	Reading
Comparative Advantage	Chapter 2
Supply and Demand	Chapter 3
Elasticity	Chapter 4
Demand	Chapter 5 (including the appendix)
Perfectly Competitive Supply	Chapter 6
Efficiency, Exchange and the Invisible Hand	Chapter 7
International Trade	Chapter 27

# This Course is Different

- A “clicker” is required for this course
  - Clickers are used to help both YOU and ME figure out what you understand and what you might need some help with
- In addition, the structure is a little different than in a traditional course . . .

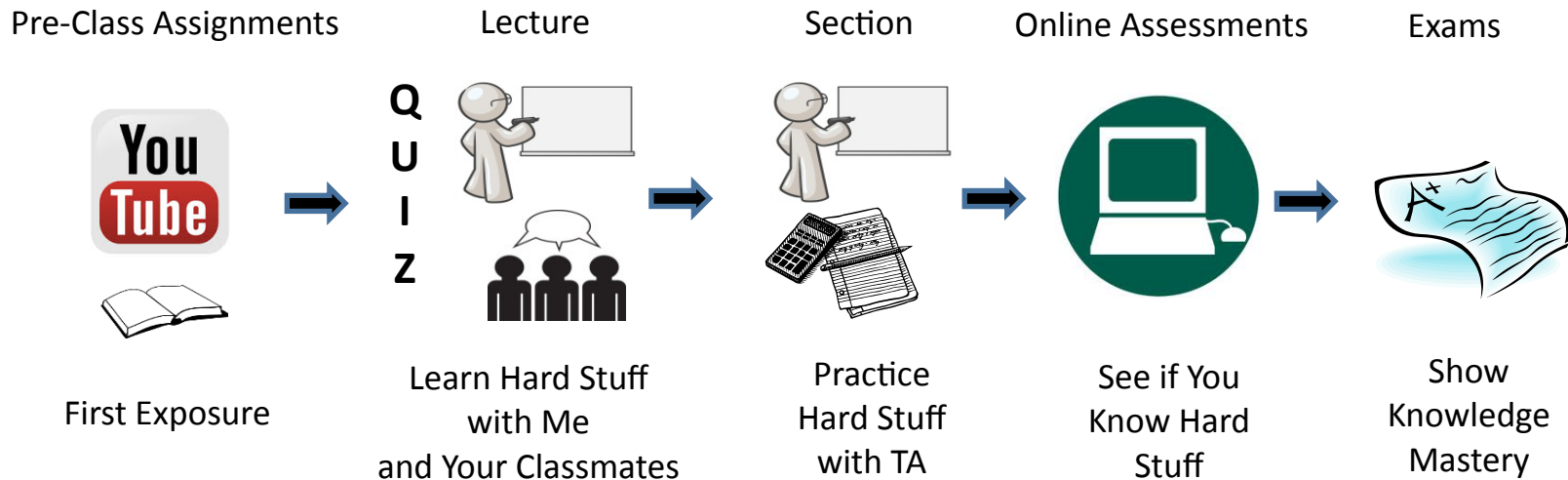
# Traditional Courses



You learn the hard stuff when there's no "expert" around to help.



# This Course



- Technology (the printing press and YouTube) means that your first exposure to the material doesn't have to happen in lecture.
- You can learn some of the easy stuff on your own so that we can use class time to engage in activities that increase your understanding of the hard stuff.

# Getting Started with Online Assessments

1. Log onto [ted.ucsd.edu](http://ted.ucsd.edu) and go to Econ 1
2. Go to the Online Assessment folder in the Content area.
3. Click on “Graphing”
4. Follow the prompts to “Continue” and “Register Now”
5. Enter your **UCSD email address**. [This is important](#). If you register with some other email address, you will need to contact McGraw-Hill customer support to change your email address (see below for contact information).
6. Enter your access code, or select “Buy Online.”  
*You can also click “Start Free Trial” for 21 days of free access (see the screen shot on the next page).*

# Grewal: Marketing, 2e

by Dhruv Grewal Michael Levy

## Student Registration

Pay by credit card to access Marketing, or register with a registration code.

### Have a registration code?

Enter your registration code below. Your code is printed on a card that came with your textbook, or you purchased it separately.

#### Registration Code:

-  -  -  -

Example: GRFU-BYHA-6MYJ-FGMK-F9XA



Your code is on a card that looks like this.

[Have a registration code?](#)

Submit

### Don't have a code?



If you don't have a registration code, you can purchase access to Marketing by credit card.

Buy Online

### Not ready to buy yet?

Get instant access to your instructor's course work and materials for a FREE trial. Your work will always be saved during the trial period and you'll receive a reminder before it expires.

Start Free Trial

# Need Help?

**Visit:** [www.mhhe.com/support](http://www.mhhe.com/support)

**Call: (800) 331-5094**

Monday – Thursday • 6AM – 9PM

Friday • 6AM – 4PM

Sunday • 4PM – 9PM

(All times Pacific)

**Connect does not work well with Internet Explorer**

## TOUR OF CLASS WEB PAGE

# TA Information

TA Name	TA Email	Section	Office Hours
Mike Levy	mjlevy@ucsd.edu	Fridays 12 -1:50pm CSB 001	NONE
Niema Moshiri	a1moshir@ucsd.edu	NONE	Mondays & Fridays 3:30-4:30pm Sequoiah Hall 139

# What do students say about my class?

“As a student who has never taken economics before, I felt this class was such a reality shock in that these concepts we learn in economics can ACTUALLY be applied to real life and in this short 10 week class, it's just a struggle to accept that this is how the world runs. I find it very difficult to do well in a class that is so realistic. I would not recommend this class unless it's necessary because it is not easy!”

--anonymous, Fall 2011 course evaluations

# For the next class

- Buy the textbook and Connect Plus access code
- Buy an i>clicker
- Register for Connect
- Start the Graphing assessment—due 8/6/2016 at 9pm
- Register your i>clicker