COURSE DESCRIPTION: ECON 315 provides an advanced, in-depth analysis of microeconomic concepts and applies those concepts to a variety of business, economic, and social situations. A key to the course is the development of analytical skills to be used in applications of economic reasoning.

COURSE PREREQUISITE: ECON 215 and ECON 216, Junior status, an overall GPA of at least 2.00, and a grade of C- or better in HMXP 102.

COURSE GOALS: The objectives of the course are the following:
1. To give students an in-depth understanding of microeconomic principles.
2. To apply those concepts to a variety of business, economic, and social issues.
3. To have students use analytical skills and economic reasoning to make rational decisions.

ASSESSMENT RESPONSIBILITY: As part of the assessment for accreditation, students will develop the critical thinking and analytical skills necessary to solve problems in economic, business, and social contexts.


EVALUATION: There will be four exams and a comprehensive final exam, each counting 18% of the course grade, and quizzes/assignments counting 10%. The exam dates are:
#1 Wednesday, September 4
#2 Wednesday, October 2
#3 Wednesday, October 30
#4 Monday, November 25
Final Exam Tuesday, December 10 (11:30 AM)

GRADING SCALE: The grading scale used in the course is the following:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>(4.00) 90.00-100.00</td>
</tr>
<tr>
<td>A+</td>
<td>(4.33) 92.00-100.00</td>
</tr>
<tr>
<td>A++</td>
<td>(4.67) 94.00-100.00</td>
</tr>
<tr>
<td>B</td>
<td>(3.00) 80.00-87.99</td>
</tr>
<tr>
<td>B+</td>
<td>(3.33) 82.00-89.99</td>
</tr>
<tr>
<td>B++</td>
<td>(3.67) 84.00-91.99</td>
</tr>
<tr>
<td>C</td>
<td>(2.00) 70.00-77.99</td>
</tr>
<tr>
<td>C+</td>
<td>(2.33) 72.00-79.99</td>
</tr>
<tr>
<td>C++</td>
<td>(2.67) 74.00-81.99</td>
</tr>
<tr>
<td>D</td>
<td>(1.00) 60.00-67.99</td>
</tr>
<tr>
<td>D+</td>
<td>(1.33) 62.00-69.99</td>
</tr>
<tr>
<td>F</td>
<td>(0.00) 00.00-59.99</td>
</tr>
</tbody>
</table>

EXAM FORMAT: The exams will contain a variety of assessment formats - problems, graphs, discussion questions, short-answer questions, and multiple choice questions.

MAKEUP EXAMS: Only under exceptional circumstances will the professor give permission to take a makeup exam. Students must have prior approval to miss an exam and to be permitted to take a makeup exam.

E-MAIL: Access to Winthrop e-mail is required. I often send information to my students via e-mail. Winthrop e-mail accounts can be obtained in the Technology Office on the ground floor of Tillman. You can have your Winthrop e-mail forwarded to the e-mail address of your choice.

LEARNING ACTIVITIES: Through assignments, quizzes, and exams, students will be asked to demonstrate their ability to think critically and explain the consequences of their decisions.

STUDENT CONDUCT CODE: “Responsibility for good conduct rests with students as adult individuals.” The policy on student academic misconduct is outlined in the Student Conduct Code Academic misconduct Policy in the Student Handbook online (http://www2.winthrop.edu/studentaffairs/handbook/StudentHandbook.pdf).
SYLLABUS CHANGE POLICY:
The posted syllabus is a contractual policy between the instructor and student. It is presumed that every student has read the syllabus completely, understands his/her individual responsibilities, and accepts full responsibility for meeting all course requirements as set forth therein. Should there be a need to make a change in the posted syllabus, an announcement will be made in class and also through the WINTHROP LISTSERV, well in advance of any change. The relevant change will be incorporated into a syllabus marked revised as of the date of the revision, and the updated portion of the syllabus will be distributed to class or announced. The final exam date and time and the grading policies will not change.

IMPORTANT DATES:
1. Tuesday, September 3: Last day a student can choose the S/U option for a course
2. Monday-Tuesday, October 14-15: Fall Break
3. Friday, October 18: Last day a student can drop a class with the grade of N
4. Wednesday-Sunday, November 27 – December 1: Thanksgiving holidays
5. Monday, December 2: Last day of classes

STUDENTS WITH DISABILITIES:
Winthrop University is dedicated to providing access to education. If you have a disability and require specific accommodations to complete this course, contact the Office of Disability Services, at 323-3290. Once you have your official notice of accommodations from Services for Students with Disabilities, please inform your professors as early as possible in the semester.

PROFESSIONAL CONDUCT: The College of Business Administration is nationally accredited by the American Assembly of Collegiate Schools of Business (AACSB). The courses and programs of the College are designed to prepare students academically and professionally for whatever career they choose. The following expectations for faculty and student conduct are integral to the success of students while at Winthrop University and in their lives after college:
1. Faculty and students are to demonstrate respect for each other.
2. Faculty and students are to be prepared for each class and assignment.
3. Faculty and students are to be in class on time and to stay until the class is dismissed.
4. Faculty and students are to be organized and efficient in setting and pursuing their goals.
5. Faculty and students are to be responsible for the quality of their performance.

CELL PHONES AND OTHER MEDIA: Cell phones, iPods, and other media instruments must be turned off and put away during class and exams. Using them is a distraction to students and the professor. Text messaging is not permitted during class and will result in the student being counted absent for that class.

PORTABLE COMPUTING DEVICES: Laptop computers, iPads, notebooks, etc., can be used for note taking in class but not for other purposes (e.g., Facebook, e-mails).

ATTENDANCE POLICY: It is important that students attend class regularly and contribute to class discussions and activities. For each absence greater than four, 2.0 points will be deducted from a student’s final course average. If a student comes in late or leaves early, the professor can judge the student to be absent from class.

HANDOUTS: Handouts are a key part of the class. To receive handouts a student must be in class the day they are distributed. If you must miss a class, please contact another student to find out about handouts and class assignments.

WINTHROP’S ACADEMIC SUCCESS CENTER: This is a free resource for all undergraduate students seeking to perform their best academically. The ASC offers a variety of personalized and structured resources that help students achieve academic excellence, such as tutoring, academic skill development (test taking strategies, time management counseling, and study techniques), group and individual study spaces, and academic coaching. The ASC is located on the first floor of Dinkins, Suite 106. Please contact the ASC at 803-323-3929 or
success@winthrop.edu. For more information on ASC services, please visit www.winthrop.edu/success.

Winthrop University’s Office of Nationally Competitive Awards (ONCA) identifies and assists highly motivated and talented students to apply for nationally and internationally competitive awards, scholarships, fellowships, and unique opportunities both at home and abroad. ONCA gathers and disseminates award information and deadlines across the campus community, and serves as a resource for students, faculty, and staff throughout the nationally competitive award nomination and application process. ONCA is located in Dinkins 222B. Please fill out an online information form at the bottom of the ONCA webpage www.winthrop.edu/onca and email onca@winthrop.edu for more information.

SUGGESTIONS FOR SUCCESS: This is a course that continues to build on itself. Each chapter is important as a foundation for chapters that follow. Stay current with the assigned material and seek help when you need it. Since the professor will not be able to cover in class all the topics in each chapter, it is up to you to be prepared on all the assigned chapter material. This course uses algebra, statistics, and calculus along with microeconomic principles. You are encouraged to review these tools as we move through the course. This is a course of analysis and explanations rather than memorization.

COURSE OUTLINE:
Preface
Chapter 1 An Introduction to Microeconomics
Chapter 2 Demand and Supply
Chapter 3 Applying the Supply and Demand Model
Chapter 4 Consumer Choice
Chapter 5 Applying Consumer Theory
Chapter 6 Firms and Production
Chapter 7 Costs
Chapter 8 Competitive Firms and Markets
Chapter 9 Applying the Competitive Model
Chapter 10 General Equilibrium and Economic Welfare
Chapter 11 Monopoly
Chapter 12 Pricing and Advertising
Chapter 13 Oligopoly and Monopolistic Competition
Chapter 14 Game Theory
Chapter 15 Factor Markets
Chapter 16 Interest Rates, Investments, and Capital Markets
Chapter 17 Uncertainty
Chapter 18 Externalities, Open-Access, and Public Goods
Chapter 19 Asymmetric Information
Chapter 20 Contracts and Moral Hazards