



ECON 102-1001

UNIVERSITY OF NEVADA LAS VEGAS

Department of Economics

Spr 2025

Item	Class #: 21649 Principles of Microeconomics
Professor	Dr. Eric P. Chiang
Time(s):	Tues/Thurs 10:00am – 11:15am
Class Location	CHB A112
Office Location:	BEH 515 (5 th floor access restricted; in-person visits by appointment only)
Phone:	702-895-3891 (to leave messages, please send email, not voicemail)
WebCampus:	https://webcampus.unlv.edu
Email:	eric.chiang@unlv.edu
Teaching Assistant	Mark Jayson Farol farolm1@unlv.nevada.edu

Note: The instructor reserves the right to make changes to syllabus as he deems necessary, to include reading assignments.

Office Hours

Tues and Thurs 2:30pm to 3:30pm via Zoom only (link is available in Canvas). Email is the best way to communicate with the professor. Most questions and issues can be resolved quickly online. TA office hours are also held via Zoom (days/times to be announced). In-person tutoring will be available at the Lied Library 2nd Floor (days/times to be announced).

Course Description

We live in a world of limited resources. How are these resources allocated in a market economy? This course introduces students to the standard conceptual tools of microeconomic analysis and then applies these tools to consider how prices are determined; why exchanges tend to be mutually beneficial; who bears the burden of a tax; when businesses are likely to pollute the environment; whether firms benefit from monopoly power; and what policies might improve the efficiency or fairness of markets.

Course Prerequisite(s):

Prerequisite: Must be degree-seeking and have satisfied math requirement
3 credit hours

Course Learning Outcomes

After completing this course, you will be able to:

- Show how everyday decisions involve tradeoffs
- Determine market outcomes from consumer and firm behavior
- Describe market structures and how firms maximize profits
- Make strategic decisions about money, games, sports, and life
- Participate in debate and discussion on current events in economics

Required Text

Microeconomics: Principles for a Changing World 6th edition by Macmillan Publishers.
ISBN 978-1-319-42005-5 for Achieve access code with full eBook or ISBN 978-1-319-53080-8 for loose-leaf textbook and Achieve access code with full eBook. A subscription to Achieve is required and can be purchased directly online using the link in Canvas (this is the lowest cost option for \$119.99, and includes everything required for the course including the full eBook).

Assessment

Your course grade is based on 4 online exams (100 points each) and a set of Achieve assignments (100 points total). Every exam is required and counts. Extra credit can be earned by

completing the syllabus quiz and various additional activities in Achieve. The maximum total points is 500 and course grades are determined using the following scale:

Grading Scale

A	500–470
A-	469–450
B+	449–440
B	439–420
B-	419–400
C+	399–380
C	379–350
C-	349–330
D+	329–320
D	319–310
D-	309–300
F	299–0

Note: Achieve homework points will not appear in the Canvas gradebook until one day after the due date. You can always view your homework scores within the Achieve gradebook.

Missing Exams and Assignments

All exams must be taken at the scheduled time and date. Any excusable absence must be documented by a verifiable source at least one week prior to the exam, or within 24 hours after the exam for emergencies. Unexcused or undocumented absences are subject to a 40 point penalty. Unexcused absences include the inability to leave work, oversleeping, minor illnesses, fatigue, etc. Late assignments are not accepted unless a medical emergency or other extraordinary circumstance arises. Documentation must be provided and verified.

Attendance Policy

All lectures are presented in person at the scheduled class times. Students are expected to stay up-to-date on all announcements by logging into Canvas several times per week. Students are responsible for arranging to make up work missed because of legitimate issues such as illness, family emergencies, military obligations, court-imposed legal obligations, or participation in University-approved activities.

Technical Issues, Assistance & Support

To successfully complete online assignments and exams, the following technological equipment and capabilities are required:

- A computer that can run Mac OSX or Win 7.0 or higher

- A working webcam that is either attached to a computer or integrated in a laptop
- Software including Canvas, Respondus Monitor, Achieve, and web browser (Chrome)
- High-speed Internet at 4 Mbps or higher (check Internet speed at <https://fast.com>)

For technical problems, complete a Help Desk ticket and provide a full description of the problem. Prepare a backup plan, such as borrowing a family member's or friend's computer, in case you are unable to resolve the technical problem with your computer in time to complete assignments or exams by the due date. Late submissions due to technical problems (other than those caused by the university, such as Canvas outages) are subject to deductions.

Group Chat Policy

Students sometimes create group chats (such as on Discord, WhatsApp, GroupMe, and Snapchat) to facilitate communications among the class. These group chats are permitted for any communications regarding the class except for graded problem sets and exams. Discussing or posting exam questions and/or answers to such questions is not permitted, and will be considered an academic violation subject to penalties. On the day of each exam, no communications should be conducted in any public or private group chat. Students are expected to report violations of these policies to the professor in order to create a fair opportunity for everyone to succeed.

Course Outline

Week	Date	Activity
Week 1	Tu, Jan 21 Th, Jan 23	Chapter 1: Introduction to the Course Chapter 1: The 8 Key Principles of Economics
Week 2	Tu, Jan 28 Th, Jan 30	Chapter 2: Production, Economic Growth, and Trade Chapter 3: Demand and Supply (Syllabus Quiz Due on January 30)
Week 3	Tu, Feb 4 Th, Feb 6	Chapter 3: Market Equilibrium Chapter 4: Markets and Government
Week 4	Tu, Feb 11 Th, Feb 13	Exam 1 Review Exam 1 Open in Canvas on Feb 12 and 13 (closes Feb 13 at 11:59pm)
Week 5	Tu, Feb 18 Th, Feb 20	Chapter 5: Elasticity of Demand Chapter 5: Other Elasticities and Tax Incidence
Week 6	Tu, Feb 25 Th, Feb 27	Chapter 6: Budget Analysis and Consumer Choice Chapter 6: Marginal Utility Analysis and Behavioral Economics
Week 7	Tu, Mar 4 Th, Mar 6	Chapter 7: Production and Costs Chapter 7: Short-run and Long-run Cost Analysis
Week 8	Tu, Mar 11 Th, Mar 13	Exam 2 Review Exam 2 Open in Canvas on Mar 12 and 13 (closes Mar 13 at 11:59pm)
Week 9	Tu, Mar 18 Th, Mar 20	No Class: Spring Break No Class: Spring Break
Week 10	Tu, Mar 25	Chapter 8: Perfect Competition

Week	Date	Activity
	Th, Mar 27	Chapter 9: Monopoly
Week 11	Tu, Apr 1 Th, Apr 3	Chapter 9: Price Discrimination and Regulation Chapter 10: Monopolistic Competition and Oligopoly
Week 12	Tu, Apr 8 Th, Apr 10	Chapter 10: Game Theory and Applications Chapter 10: Game Theory and Applications
Week 13	Tu, Apr 15 Th, Apr 17	Exam 3 Review Exam 3 Open in Canvas on Apr 16 and 17 (closes Apr 17 at 11:59pm)
Week 14	Tu, Apr 22 Th, Apr 24	Chapter 11: Labor Markets Chapter 13: Externalities
Week 15	Tu, Apr 29 Th, May 1	Chapter 13: Public Goods and Environmental Economics Exam 4 Review
Week 16	Tu, May 6	Exam 4 Open in Canvas on May 5 and 6 (closes May 6 at 11:59pm)

Note: Each online exam in Canvas contains 33 multiple-choice questions with a 75-minute time limit. Questions will appear one at a time and backtracking is allowed. Respondus Monitor (with webcam) is required for Exams 2, 3, and 4. Exams 2, 3, and 4 are closed book but you are allowed one 8 x 11 inch sheet of notes (front and back) which can be written or typed, a calculator, and blank paper. Exams are not cumulative except for a small portion of Exam 4.

Online Homework and Exams

You must complete the *Achieve* Tutorial Assignment by February 13. This is worth 4 points. Then, each chapter has 2 required homework components in *Achieve*. All points earned in the homework will appear in the Canvas gradebook one day after the due date.

1. *LearningCurve* (2 points): To earn full credit, complete the set of questions until the status bar indicates that you are finished—you are not penalized for incorrect answers.
 - a. **Estimated Time to Complete: 30 – 45 minutes per chapter**
2. Graded problem set (worth 6 points): This part is graded for accuracy. There are 12 questions per chapter. There is no time limit. You may save your work and return to it. You have 3 attempts to answer each individual question—each failed attempt results in a 25% deduction in the points earned on that specific question. All questions are weighted equally and the overall percentage on each problem set is scaled to 6 points.
 - a. **Estimated Time to Complete: 90 – 120 minutes per chapter**
3. Extra Credit (earn up to 16 points) consists of short animated or YouTube videos (each activity takes less than 15 minutes, and you will earn 1 point extra credit for completing each activity on time.
 - a. **Estimated Time to Complete: 15 minutes per extra credit activity**

Achieve Homework Due Dates

Chapters 1, 2, 3, 4: Thursday, February 13 at 11:59pm
 Chapters 5, 6, 7: Thursday, March 13 at 11:59pm
 Chapters 8, 9, 10: Thursday, April 17 at 11:59pm
 Chapters 11, 13: Tuesday, May 6 at 11:59pm

Extra Credit Instructions

Most of the extra credit opportunities in this course will be available in Achieve. The extra credit syllabus quiz, however, is available in Canvas and is due on Thursday, January 30.

Exam Content

Exam 1 (February 12 – 13): Covers Chapters 1, 2, 3, 4

Exam 2 (March 12 – 13): Covers Chapters 5, 6, 7

Exam 3 (April 16 – 17): Covers Chapters 8, 9, 10

Exam 4 (May 5 – 6): Covers Chapters 11, 13 + some questions from earlier chapters

-Exams 2, 3, and 4 require the use of Respondus Monitor (a computer or laptop with webcam).

-All exams have 33 multiple-choice questions with a 75-minute time limit.

-Exams 2, 3, and 4 are closed book but one 8 x 11 inch sheet of notes (front and back), a calculator (no phones), and blank paper are allowed.

How to Use Canvas and Respondus Monitor

How to Take Exam 1 Online: Exam will be available only on the specified dates and times noted in the course outline.

Instructions: Log into Canvas. Click “Quizzes” on the left side panel. Click exam link.

How to Take the Proctored Exams 2, 3, and 4 Online: An online proctoring software called Respondus Monitor will be used to proctor Exams 2, 3, and 4. There is no cost to UNLV students for using this software. This system offers three important benefits: 1) It allows you to take the exam in any location with Internet access, 2) It allows you to choose your preferred time to take each exam within a 24 hour window, and 3) it protects the academic integrity of the course by verifying your identity and ensuring that exams are completed honestly by all students.

You must download the Respondus Lockdown Browser with webcam software (link is available in Canvas) before taking the exam. Hardware requirements for taking the online exam include:

- A well-functioning computer or laptop with a webcam.
- A strong and stable Internet connection.
- Your Rebel ID card (or any other government-issued photo ID).

Practice exams using Respondus Monitor will be provided for Exams 2, 3, and 4.

Proctored Exam Rules

Allowed: One 8 x 11 inch sheet of notes (front and bank) written or typed (any font size), a calculator (no phones), and blank paper.

Not allowed: Internet searches, books, notes beyond the one page mentioned above, any form of communication including group chats, and any other devices including phones, tablets, extra monitors, and other computers.

Exam Infractions: Penalties will be applied for violating exam rules according to the severity of the infraction, up to failure of the course for flagrant infractions (such as hiring a test-taker, hiding devices behind the webcam, sharing exam content online, or communicating with other students using group chats or other means).

How to View a Graded Exam: Graded exams are viewable only during office hours (Professor's or TAs office hours) upon request.

Respondus Tech Support: <https://web.respondus.com/student-help-livechat/>

If you have concerns regarding the use of online proctoring in this course, please contact the professor before the first proctored exam to discuss alternate arrangements including the possibility of taking the exam in person on campus at the regularly scheduled class time.

UNLV Policies

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor

authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional [copyright policy information](https://www.unlv.edu/provost/copyright) is available at <https://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](https://www.unlv.edu/drc) (Student Services Complex, SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester, and make an appointment to discuss their accommodations with their instructors.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](https://www.unlv.edu/registrar/calendars), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](https://www.unlv.edu/studentconduct/misconduct/policy), <https://www.unlv.edu/studentconduct/misconduct/policy>, which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries’ Research Consultation](https://guides.library.unlv.edu/appointments/librarian) website, <https://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](https://ask.library.unlv.edu/) questions via chat and text message at <https://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious

holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the [Academic Policies](#) webpage, <https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV’s official email system for students and by University policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](#), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Optional statement for inclusion in syllabi.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance), <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.