

Microeconomic Theory I
BPHD 8100-001, Fall 2014

Class meeting time and place: 12:30pm-1:45pm TR, Friday 381
Instructor: Artie Zillante
Office location and phone: 219B Friday, (704) 687-7589
Office hours: 2pm-3:30pm TR, and by appointment
E-mail: azillant@uncc.edu
Web-site: <http://www.belkcollegeofbusiness.uncc.edu/azillant>

Course Description & Objectives

This is a first semester course in Microeconomic Theory for the Business Administration PhD. As such, it will be a rigorous course which will introduce the student to the basic principles of microeconomics: consumer choice, producer theory, and partial equilibrium analysis. By the end of the course, students should be familiar with the fundamental concepts of microeconomic theory and be able to use them in building their own theoretic models.

Books and Materials

Required:

Mas-Colell, Whinston, and Green (MWG). *Microeconomic Theory*. Oxford University Press, 1995.

Supplemental texts and articles are listed throughout the syllabus.

Web-site

The course web site is <http://www.belkcollegeofbusiness.uncc.edu/azillant>. From this site you may obtain a copy of the course syllabus, a course calendar, lecture outlines, and problem sets. Other materials may be added during the semester.

Grading

Grades for the course will be based on 2 exams and a research project. The two exams each count for 35% of the final grade and 30% of the final grade is the research project. More information on the research project will be provided on a separate form.

Attendance

Attendance is not required, but given the rigorous nature of the course it is suggested that students attend all lectures.

Tentative Course Outline

Weeks 1-5:

Preferences, Consumer Choice and Classical Demand Theory
MWG: Chs. 1-3

Expected Utility Theory:
MWG: Ch. 6

Weeks 6-10:

Production
MWG: Ch. 5

Competitive Markets and Market Power
MWG: Ch. 10 and Ch. 12

Introduction to Game Theory
MWG: Chs. 7-9

Weeks 11-16:

Development of research project

Academic Integrity and Diversity Statements

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity (Catalog, page 275). This code forbids cheating, fabrication, or falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Academic evaluations include a judgment that the student's work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the instructor.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.