



## Graduate Course Syllabus

### ECO 520: Microeconomics Theory and Analysis

Center: Online

#### Course Prerequisites

ECO 510

#### Course Description

This course serves as a graduate-level introduction to advanced microeconomic theories and the application of these theories. The course will look at irrational versus rational decision making, market structure, market failure, resource markets, and other microeconomic principles. Modern theory of consumer behavior and theory of the firm will be discussed, along with optimization models for achieving and analyzing productive, allocative, and distributive efficiency.

#### Course Outcomes

- Analyze product demand, company revenues, and the effects of external market influences through the use of microeconomic principles
- Analyze organizational costs and identify technical and economically efficient methods of production and acquisition of resources through the use of microeconomic principles and tools
- Evaluate the effect of market structure and consumer behavior on firm strategies and profitability
- Recommend pricing strategies that improve firm profitability and can be effectively implemented, based on market condition
- Evaluate the effects of government regulation and intervention for their implications to business and market performance

#### Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

#### Connect

Throughout the course, there are assignments and resources in Connect, in addition to your textbook. You will be prompted to enter Connect when you click on your first Connect reading or assignment within a course module.

*Microeconomics* with Connect

Economics Bernheim, Karlan, Morduch, & Whinston McGraw-Hill

2014

ISBN: 978-1-265-58854-0

### **Optional**

In addition to the required e-book listed below, you may choose to purchase an optional printed textbook.

*ECO - 520: Microeconomics (Looseleaf) (Custom)* Bernheim, Karlan, Morduch, & Whinston McGraw-Hill

2020

ISBN: 978-1-307-61622-4

### **Diversity, Equity, and Inclusion**

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

### **Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor’s answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment’s due date, or within seven days of a late submission.

## Grade Distribution

| Assignment Category              | Number of Graded Items | Point Value per Item | Total Points                      |
|----------------------------------|------------------------|----------------------|-----------------------------------|
| Getting Started Discussion (1-1) | 1                      | 30                   | 30                                |
| Discussions                      | 6                      | 30                   | 180                               |
| Case Studies                     | 2                      | 95                   | 190                               |
| Homework                         |                        |                      |                                   |
| 1-4 Bernheim                     | 1                      | 40                   | 40                                |
| 3-3 Karlan                       | 1                      | 15                   | 15                                |
| 3-4 Bernheim                     | 1                      | 15                   | 15                                |
| 3-5 Karlan                       | 1                      | 10                   | 10                                |
| 4-2 Bernheim                     | 1                      | 20                   | 20                                |
| 4-3 Karlan                       | 1                      | 20                   | 20                                |
| 5-2 Bernheim                     | 1                      | 20                   | 20                                |
| 5-3 Karlan                       | 1                      | 20                   | 20                                |
| 8-2 Bernheim                     | 1                      | 15                   | 15                                |
| 8-3 Bernheim                     | 1                      | 15                   | 15                                |
| 8-4 Karlan                       | 1                      | 10                   | 10                                |
| 10-3 Bernheim                    | 1                      | 40                   | 40                                |
| Investment Opportunity Analysis  |                        |                      |                                   |
| Milestone One                    | 1                      | 50                   | 50                                |
| Milestone Two                    | 1                      | 50                   | 50                                |
| Milestone Three                  | 1                      | 60                   | 60                                |
| Final Product                    | 1                      | 200                  | 200                               |
|                                  |                        |                      | <b>Total Course Points: 1,000</b> |

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

## University Grading System: Graduate

| Grade | Numerical Equivalent | Points |
|-------|----------------------|--------|
| A     | 93–100               | 4.00   |
| A-    | 90–92                | 3.67   |
| B+    | 87–89                | 3.33   |
| B     | 83–86                | 3.00   |
| B-    | 80–82                | 2.67   |
| C+    | 77–79                | 2.33   |
| C     | 73–76                | 2.00   |
| F     | 0–72                 | 0.00   |
| I     | Incomplete           |        |

| Grade | Numerical Equivalent | Points |
|-------|----------------------|--------|
| IF    | Incomplete/Failure * |        |
| W     | Withdrawn            |        |

\* Please refer to the [policy page](#) for information on the incomplete grade process.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

### Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

| Module | Topics and Assignments  |
|--------|---|
| 1      | <b>Equilibrium and Efficiency</b><br>Equilibrium and Efficiency: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 14<br>1-1 Discussion: Getting Started<br>1-2 Discussion: Aggregate Surplus, Part 1<br>1-3 Final Project Overview (Non-graded but required activity)<br>1-4 Homework: Bernheim Chapter 14 Problems   |
| 2      | <b>Elasticity and Effects of Government Intervention</b><br>Elasticity: Karlan & Morduch, <i>Microeconomics: Improve Your World, Third Edition</i> , Chapter 4<br>Government Intervention: Karlan & Morduch, <i>Microeconomics: Improve Your World, Third Edition</i> , Chapter 6<br>2-1 Discussion: Aggregate Surplus, Part 2<br>2-2 Final Project Milestone One   |
| 3      | <b>Technology and the Factors of Production</b><br>Technology and Production: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 7<br>The Factors of Production: Karlan & Morduch, <i>Microeconomics: Improve Your World, Third Edition</i> , Chapter 16<br>3-1 Discussion: Presence of Economies of Scope, Part 1<br>3-2 Case Study One: Production and Cost<br>3-3 Homework: Karlan Chapter 4 Problems<br>3-4 Homework: Bernheim Chapter 7 Problems<br>3-5 Homework: Karlan Chapter 16 Problems |

| Module | Topics and Assignments   |
|--------|--|
| 4      | <b>The Costs of Production</b><br>Cost: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 8<br>The Costs of Production: Karlan & Morduch, <i>Microeconomics: Improve Your World, Third Edition</i> , Chapter 12<br>4-1 Discussion: Presence of Economies of Scope, Part 2<br>4-2 Homework: Bernheim Chapter 8 Problems<br>4-3 Homework: Karlan Chapter 12 Problems<br>4-4 Final Project Milestone Two     |
| 5      | <b>Profit Maximization Under Perfect Competition</b><br>Profit Maximization: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 9: Perfect Competition: Karlan & Morduch, <i>Microeconomics: Improve Your World, Third Edition</i> , Chapter 13: Perfect Competition<br>5-1 Discussion: Competitive Market, Part 1<br>5-2 Homework: Bernheim Chapter 9 Problems<br>5-3 Homework Karlan Chapter 13 Problems |
| 6      | <b>Monopoly</b><br>Monopoly: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 17<br>6-1 Discussion: Competitive Market, Part 2<br>6-2 Case Study Two: Pricing Coins  |
| 7      | <b>Government Interventions Part I</b><br>Market Interventions: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 15<br>7-1 Discussion: Market Interventions, Part 1<br>7-2 Final Project Milestone Three   |
| 8      | <b>Government Interventions Part II</b><br>*See Chapter on Government Intervention in Module 2 (Karlan & Morduch)<br>8-1 Discussion: Market Interventions, Part 2<br>8-2 Homework: Bernheim Chapter 17 Problems (Chapter Reading in Module 6)<br>8-3 Homework: Bernheim Chapter 15 Problems (Chapter Reading in Module 7)<br>8-4 Homework: Karlan Chapter 6 Problems (Chapter Reading in Module 2)           |
| 9      | <b>Pricing Discrimination</b><br>Pricing Policies: Bernheim & Whinston, <i>Microeconomics</i> , Chapter 18<br>9-1 Discussion: Price Discrimination, Part 1<br>9-2 Final Project: Investment Opportunity Analysis   |
| 10     | <b>Course Conclusion</b><br>10-1 Discussion: Price Discrimination, Part 2<br>10-2 Discussion: Reflection on Final Project<br>10-3 Homework: Bernheim Chapter 18 Problems (Chapter Reading in Module 9)   |

### Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is automatically dropped from the course for non-participation. Review the [full attendance policy](#).

### **Late Assignments Policy**

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

### **SNHU Student Handbook**

Review the [student handbook](#).

### **ADA/504 Compliance Statement**

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

### **Academic Integrity Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

### **Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

### **SNHU Withdrawal Policy**

Review the [full withdrawal policy](#).

### **Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).