

ECON3113 Intermediate Microeconomic Theory

University of Oklahoma, Fall 2025

Section 001: T/R, 9:00-10:15am, Cate Center CCD1 174

Section 002: T/R, 10:30-11:45am, Cate Center CCD1 174

Instructor:	Dr. Qihong Liu	E-mail: qliu@ou.edu
Office:	Cate Center 1, Room 426	
Office Hours:	T/R, 3-4pm and by appointment	
Course Website:	https://canvas.ou.edu	
TA	Mieon Seong, CCD1 Room 220, mieon@ou.edu	
TA Office Hours	Wednesday, 4-5pm and by appointment	

Course Description

Microeconomic theory is the branch of economics concerned with how individuals (and firms) allocate scarce resources. It is based on the notion that consumers and firms have well defined objectives (e.g., maximizing utility or profits) and behave systematically according to the incentives and constraints of their economic environment. We will study how consumers choose what to consume, how firms choose what to supply and how different markets influence the resource allocation. Solid knowledge of algebra and calculus is essential for this course. Formal reasoning and firm grasp of ideas discussed in this class will also be critical in your future economics course work.

Learning Outcomes

By the end of this course, students will be able to: (1) Apply analytical models of consumer and firm decision-making, using concepts of preferences, budget constraints, production, and costs. (2) Evaluate and compare outcomes across market structures (perfect competition, monopoly) with respect to efficiency and welfare. (3) Connect theory to practice by solving problems, interpreting real-world examples, and clearly expressing economic reasoning.

Assessment

Your grade will be based on one quiz (15%) and three exams (35% each for the best two exams and 15% for the worst exam). Letter grades will be assigned following the schedule (A: 90 and above; B: 80 ~ 90; C: 70 ~ 80; D: 60 ~ 70; F: < 60). No extra credit assignments will be given.

Quiz and midterms will be given during class time and the final will be given at the University designated time. Problem sets will be assigned on a regular basis. They will not be collected. But I strongly recommend that you work on the problem sets. Similar skills are required to answer questions in quizzes and exams.

Recommended Textbook

David Besanko and Ronald Braeutigam, *Microeconomics*, Wiley, 6th Edition. You are welcomed to use earlier editions.

Readings

The course outline at the end of the syllabus lists the sections in the textbook which we will cover. The textbook provides (1) background information and motivation for the topics, (2) detailed steps for the analysis and learning-by-doing examples, (3) numerous real world examples and applications. I expect you to read the assigned chapter **before** coming to class to get an overview of what's contained in the chapter. My previous experience indicates that it is very beneficial if you have read the chapter before class. After you have done that, look at the problems at the end of each chapter and the corresponding homework assignment. If you find yourself struggling with some problems, make a note for that so you can pay special attention to the relevant material in class. I strongly encourage you to ask questions and participate in class discussions.

Additional readings will be listed throughout the semester. In particular, for each chapter, I will assemble a set of *Wall Street Journal* articles as well as questions usually based on 1-2 of these articles. It is important that you learn and practice how to apply the tools and knowledge that you learned in class to these real world problems and applications.

Exam Dates

Midterm 1 - Tuesday, September 30

Midterm 2 - Thursday, November 6

Finals - Monday, December 15, 8:45-10am* (Section 1)

- Thursday, December 18, 8:45-10am* (Section 2)

Other Important Dates

December 12 is the last day for Grade of W on Complete Withdrawal

December 11 is the last day of class

Canvas

I will use Canvas, in conjunction with e-mails, to distribute lecture outlines, readings, problem sets, etc. I will also post grades on Canvas. Please verify that you can log on to Canvas and access the information for this class.

Class Attendance

You are expected to attend every class and are responsible for all material and announcements. The exams will be based largely on class discussions, so it is in your best interest to attend. As an added incentive, I will periodically take attendance and assign up to 2 bonus points. It is your responsibility to inform me in a timely manner of any extended absence that is necessary for medical or other reasons. Please arrive to class on time. Entering after a lecture has begun is distracting to your classmates and to me, and you should avoid it as a courtesy. If you arrive late, please enter the room quietly and sit near the door. In order to avoid unnecessary distractions, all cellular telephones are required to be turned off while in the classroom. This includes the time immediately before and after the class ends.

Tentative Outline

BB=Bensanko and Braeutigam. You are not responsible for sections of BB which we do not discuss in class. Approximate number of lectures to cover each chapter is listed in parenthesis.

1. Math Review and Introduction (2).
 - (i) Math review
 - (ii) Motivation and Tools. BB 1.1-1.2.
 - (iii) Demand and Supply Analysis. BB 2.1-2.2.
2. Preferences and Utility. BB 3 (2).
3. Budget Constraint. BB 4.1 (0.5)
4. Optimal Choice. BB 4.2 (2).
5. The Theory of Demand. BB 5.1, 5.3-5.4 (1.5).

Exam 1 approximately here.

6. Inputs and Production Functions. BB 6.1-6.5 (1.5).
7. Costs and Cost Minimization. BB 7.1-7.2, 7.4 (1.5).
8. Cost Curves. BB 8.1-8.3 (1.5).
9. Perfect Competitive Markets. BB 9.1-9.4, 10 (3.5).

Exam 2 approximately here.

10. Profit Maximization by a Monopolist. BB 11.1-11.2, 11.5-11.6 (2).
11. Pricing Strategies for Firms with Market Power. BB 12.1-12.4 (2).
12. Topics on Information Technology (2).
 - (i) Network Effects.
 - (ii) Switching Costs and Lock-in.

Final exam.

University Policies

Mental Health Support Services

Support is available for any student experiencing mental health issues that are impacting their academic success. Students can either been seen at the University Counseling Center (UCC) located on the second floor of Goddard Health Center or receive 24/7/365 crisis support from a licensed mental health provider through TELUS Health. To schedule an appointment or receive more information about mental health resources at OU please call the UCC at 405-325-2911 or visit University Counseling Center. The UCC is located at 620 Elm Ave., Room 201, Norman, OK 73019.

Title IX Resources and Reporting Requirement

The University of Oklahoma faculty are committed to creating a safe learning environment for all members of our community, free from gender and sex-based discrimination, including sexual harassment, domestic and dating violence, sexual assault, and stalking, in accordance with Title IX. There are resources available to those impacted, including: speaking with someone confidentially about your options, medical attention, counseling, reporting, academic support, and safety plans. If you have (or someone you know has) experienced any form of sex or gender-based discrimination or violence and wish to speak with someone confidentially, please contact OU Advocates (available 24/7 at 405-615-0013) or University Counseling Center (M-F 8 a.m. to 5 p.m. at 405-325-2911).

Because the University of Oklahoma is committed to the safety of you and other students, and because of our Title IX obligations, I, as well as other faculty, Graduate Assistants, and Teaching Assistants, are mandatory reporters. This means that we are obligated to report gender-based violence that has been disclosed to us to the Institutional Equity Office. This

means that we are obligated to report gender-based violence that has been disclosed to us to the Institutional Equity Office. This includes disclosures that occur in: class discussion, writing assignments, discussion boards, emails and during Student/Office Hours. You may also choose to report directly to the Institutional Equity Office. After a report is filed, the Title IX Coordinator will reach out to provide resources, support, and information and the reported information will remain private. For more information regarding the University's Title IX Grievance procedures, reporting, or support measures, please visit Institutional Equity Office at 405-325-3546.

Reasonable Accommodation Policy

The University of Oklahoma (OU) is committed to the goal of achieving equal educational opportunity and full educational participation for students with disabilities. If you have already established reasonable accommodations with the Accessibility and Disability Resource Center (ADRC), please submit your semester accommodation request through the ADRC as soon as possible and contact me privately, so that we have adequate time to arrange your approved academic accommodations. If you have not yet established services through ADRC, but have a documented disability and require accommodations, please complete ADRC's pre-registration form to begin the registration process. ADRC facilitates the interactive process that establishes reasonable accommodations for students at OU. For more information on ADRC registration procedures, please review their Register with the ADRC web page. You may also contact them at (405)325-3852 or adrc@ou.edu, or visit www.ou.edu/adrc for more information.

Note: disabilities may include, but are not limited to, mental health, chronic health, physical, vision, hearing, learning and attention disabilities, pregnancy-related. ADRC can also support students experiencing temporary medical conditions.

Religious Observance

It is the policy of the University to excuse the absences of students that result from religious observances and to reschedule examinations and additional required classwork that may fall on religious holidays, without penalty. [See Faculty Handbook 3.15.2]

Adjustments for Pregnancy/Childbirth Related Issues

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact the Accessibility and Disability Resource Center at 405/325-3852 and/or the Institutional Equity Office at 405/325-

3546 as soon as possible. Also, see the Institutional Equity Office FAQ on Pregnant and Parenting Students' Rights for answers to commonly asked questions.

Final Exam Preparation Period

Pre-finals week will be defined as the seven calendar days before the first day of finals. Faculty may cover new course material throughout this week. For specific provisions of the policy please refer to OU's Final Exam Preparation Period policy.

Emergency Protocol

During an emergency, there are official university procedures that will maximize your safety. Severe Weather: If you receive an OU Alert to seek refuge or hear a tornado siren that signals severe weather.

1. Look for severe weather refuge location maps located inside most OU buildings near the entrances.
2. Seek refuge inside a building. Do not leave one building to seek shelter in another building that you deem safer. If outside, get into the nearest building.
3. Go to the building's severe weather refuge location. If you do not know where that is, go to the lowest level possible and seek refuge in an innermost room. Avoid outside doors and windows.
4. Get in, Get Down, Cover Up
5. Wait for official notice to resume normal activities.

Additional Weather Safety Information is available through the Department of Campus Safety.

The University of Oklahoma Active Threat Guidance

The University of Oklahoma embraces a Run, Hide, Fight strategy for active threats on campus. This strategy is well known, widely accepted, and proven to save lives. To receive emergency campus alerts, be sure to update your contact information and preferences in the account settings section at one.ou.edu.

RUN: Running away from the threat is usually the best option. If it is safe to run, run as far away from the threat as possible. Call 911 when you are in a safe location and let them know from which OU campus you're calling from and location of active threat.

HIDE: If running is not practical, the next best option is to hide. Lock and barricade all doors; turn off all lights; turn down your phone's volume; search for improvised weapons; hide behind solid objects and walls; and hide yourself completely and stay quiet. Remain in place until law enforcement arrives. Be patient and remain hidden.

FIGHT: If you are unable to run or hide, the last best option is to fight. Have one or more improvised weapons with you and be prepared to attack. Attack them when they are least expecting it and hit them where it hurts most: the face (specifically eyes, nose, and ears), the throat, the diaphragm (solar plexus), and the groin.

Please save OUPD's contact information in your phone.

NORMAN campus: For non-emergencies call (405) 325-1717. For emergencies call (405) 325-1911 or dial 911.

TULSA campus: For non-emergencies call (918) 660-3900. For emergencies call (918) 660-3333 or dial 911.

Fire Alarm/General Emergency

If you receive an OU Alert that there is danger inside or near the building, or the fire alarm inside the building activates:

1. LEAVE the building. Do not use the elevators.
2. KNOW at least two building exits
3. ASSIST those that may need help
4. PROCEED to the emergency assembly area
5. ONCE safely outside, NOTIFY first responders of anyone that may still be inside building due to mobility issues.
6. WAIT for official notice before attempting to re-enter the building. OU Fire Safety on Campus

Generative AI Policy

Because all exams and quizzes are closed-book, generative AI tools are not relevant here; success will depend on your own preparation and mastery of the material.