

Principles of Microeconomics

Oxford College, Emory University
Fall Semester 2013

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Office hours: Tuesday & Thursday 2:15pm-3:15pm or by appointments & emails
Class time: Tuesday & Thursday 3:30pm-5:10pm
Class room: Language Hall 202
Class #: 6218

Course objectives:

The purpose of this class is to master the basic theories and principles of microeconomics- the economic behavior of individual decision-making under various market structures (i.e., perfect competition, monopoly, monopolistic competition and oligopoly, etc.). To understand individual decision making, we will have to get acquainted with economic concepts - for example - supply, demand, productivity, and efficiency, among many others. These principles are the solid foundation and basic knowledge to further develop your interests in economic analysis, finance, management, marketing, and public policies. One of the course objectives is to have students spoken economic language and to think in the way as an economist.

We will also devote considerable class time to discussing the applications of microeconomic theories to real life issues confronting both firm managers and public policy makers, or even in your daily life. Microeconomics has widely applied in i.e., price controls, production, market structures, environmental economics, governmental regulation of the economy, labor and capital markets, and international exchange, etc. Our goal is not to focus on the facts about the economy, but to train your ability to analyze those economic challenges by applying economic tools and concepts which you have acquired in this course. More specifically, we will analyze, for instance, the role of prices, the operation of different types of markets and to apply microeconomics to a variety of issues, such as: What can be the consequence of rent control? Why do black markets exist? Should government regulate monopolies? Also, relevant current events from the real world will be discussed in the class on a regular basis.

Textbook:

Principles of Microeconomics, Sixth Edition, N. Gregory Mankiw. ISBN-13: 978-0538453042

Teaching Tool: Aplia

We will use Aplia throughout the whole class. Aplia is a web-based resource for assignments, experiments, and readings. Particularly, the lecture notes, course changes and announcements will be posted on Aplia. **You are responsible to regularly check any updates on Aplia of this course.**

Therefore, the registration for Aplia is a requirement of this course. **Please register it A.S.A.P.** You may pay it later, see detail instructions below.

Your Aplia registration and purchase includes an online version of the Mankiw's 6ed textbook; for many of you, this online access to the textbook will be sufficient; besides, it provides many supplementary readings, examples, videos, audios, etc., to help you understand the course materials. This will cost you about \$80. With this e-book textbook, the physical copy is not necessary to have. If you need the physical textbook, the bookstore carries a shrink-wrapped copy of the textbook and a card which gives you access to Aplia. In case you are unsure about which option to choose, sign up with Aplia without paying for it and see whether you are comfortable with the online version of the book — you have a grace period until 11:59 PM on 09/17/2013 to try it out and then make your final decision.

To register or log-in Aplia, go to <http://login.cengagebrain.com>. If you registered Aplia before for other courses, you could log-in directly; If you are the first time user, you need Create a New Account by sign-up and then log-in. I strongly recommend you use your Emory email address while registering.

Once you have logged in, from your Dashboard, enter the course key (**ZTAF-U97K-L89Z**) in the box provided and click the Register button. Continue to follow the on-screen instructions. Be sure you are registering the right course by checking the information after you register the course key. For technical problems or problems signing in, please contact Aplia by sending an email to support@apia.com and cc-ing me.

Lecture handouts:

The lecture handouts in the format of pdf files will be posted on Aplia before each class.

Homework

You will be assigned weekly assignments via Aplia. **Missed assignments can't be made-up** since the due dates on Aplia are explicit for each assignment. Once passing due dates and time, Aplia will automatically shut down your access to that assignment.

You are usually allowed three attempts in answering each assignment question. You can talk to your classmates about questions but, please, make sure that you learn and understand submitted answers. The lowest homework grade will be dropped.

Tests

The course grade will be assigned according to your performance on two quizzes, a midterm, a final, homework, participation in class discussions and experiments. Exams are not cumulative, but the material does build on itself so it is important to understand all the concepts covered in classes.

Failure to take a test will lead to a score of zero on that test. No exceptions will be made. The assigned weights of missed tests will be adjusted to the other tests only for medical emergencies, which require written verification,

If you are ill, or must miss a quiz or midterm exam for some reason, please contact me prior to the start of the exam. Failure to do so will result in a failing grade. The final exam is required for all students. Appeals for grades received on exams must be made within three working days after the graded exam is returned.

Grades are not curved. **Students may earn bonus points, however, to improve their grades.** Bonus points are given for pop up quizzes, active class participation, discussion participation, experiments participation, small projects and take-home assignments, etc. Bonus points are entirely at the instructor's discretion.

| Assignments and Exams | Weights in Final Grade |
|--|---------------------------|
| Assignments | 20% |
| Projects/Presentations/Exercises/Experiments | 5% |
| Quiz I&II | 20% |
| Midterm | 20% |
| Final exam | 35% |

| Grade Classification | Range |
|----------------------|-----------|
| A | [92, 100] |
| A ⁻ | [90, 92) |
| B ⁺ | [88, 90) |
| B | [83, 88) |
| B ⁻ | [80, 83) |
| C ⁺ | [75, 80) |
| C | [70, 75) |
| C ⁻ | [65, 70) |
| D | [60, 65) |
| F | [0, 60) |

Attendance:

Attendance is ***required and expected***. Since lectures will emphasize the most important topics covered in the text, class attendance are necessary and expected. Possible unannounced quizzes may also be given. If you are absent, you are responsible for all material presented in class and all announcements made in class. If you must miss a class, it is your responsibility to contact a classmate to obtain class notes and /or information about announcements. I will not use office hours to lecture to students who miss classes.

If there is an interference with your class schedule because of your athletic commitments or religious reasons, please inform your instructor a.s.a.p.

I will take attendance by the sign-up sheet at each class. If you missed no more than 2 classes during the semester you will receive a bonus (1.5 points) added to your final grade. There will be no excused absences for the purpose of calculating the bonus. If you missed 2 or more classes in a row without a notice in advance, this situation would raise a serious concern about your course record.

Class Rules: the following rules are mandatory.

- This class will use Aplia to post assignments, grades, class announcement, any changes and updates of the class. You are responsible to regularly check any updates on Aplia.

- Remember that the late homework is not acceptable by Aplia. Group study is encouraged.
- Late arrivals, leaving in the middle of class, talking to peers, passing notes, eating, sleeping, and answering phone calls or using electronic devices, such as smart phones, laptops, iPad, etc., are considered disruptive behavior. These will not be tolerated. Disruptive students will be asked to leave and dealt with as suggested by “Emory's Policies & Procedures”.
- **There is no need for electronic devices in this class** and you are asked not to use them unless specifically asked by the instructor. Cell phones and laptops must be turned off during class.

Honor Code: No violation of Emory honor code is allowed in this class. In general, you are expected to behave such that your academic integrity is beyond question. If you have a question concerning what is appropriate for an assignment or anything else, please ask me. See Emory Academic Policies & Regulations at http://college.emory.edu/home/academic/policy/honor_code.html or http://www.oxford.emory.edu/audiences/current_students/Academic/academic-success/student-honor-code/index.dot

Tips for success in Principles of Microeconomics:

1. Read or skim the material to be covered prior to the lecture.
2. Start working on problem sets early. Do not wait till the last minute to submit your homework, you may run into unforeseen computer glitches.
3. Review course materials regularly and flag your questions with Post-It notes.
4. Ask me question in class or by email or see me in the office hours.
5. It is important to make the real world connections of the material we cover in class. This will help you better understand and grasp the applications of the economic theory. To do so, you may regularly glance some news papers or magazines, i.e., *Times*, *CNN Money*, *Economist.com*, etc. The other great source is free to you is: **Factiva**. It provides access to more than 14,000 sources (newspapers, magazines, journals, etc.) from 152 countries. You can go to Factiva site through Emory Libraries and search for an article that interests you.

Important Dates

| | |
|--------------------------|--|
| 09/02/2013 | Labor Day Holiday |
| 09/04/2013 | Last day for changing courses |
| 10/14-10/15/2013 | Fall break |
| 10/18/2013 | Last day for dropping course without academic penalty |
| 11/15/2013 | Last day to petition for one time course withdrawal for freshmen |
| 9/26/2013 | Quiz I |
| 10/17/2013 | Midterm Exam |
| 11/12/2013 | Quiz II |
| 12/16/2013 2:00pm-5:00pm | Final Exam |

Course Schedule

This tentative course schedule might be subject to change. All changes will be duly informed in classes.

| DATES | LECTURES | CONTENTS | CHAPTERS |
|----------------|----------|---|---------------|
| Week 1 | | | |
| 8/29/2013 | 1 | Introduction to Microeconomics | Ch.1 |
| Week 2 | | | |
| 9/3/2013 | 2 | Key Concepts: Opportunity Cost and Trade Offs | Ch.2 |
| 9/5/2013 | 3 | Comparative Advantage and Trade | Ch.3 |
| Week 3 | | | |
| 9/10/2013 | 4 | Supply and Demand | Ch.4 |
| 9/12/2013 | 5 | Supply and Demand | Ch.4 |
| Week 4 | | | |
| 9/17/2013 | 6 | Elasticities of Demand & Experiment 1 | Ch.5 |
| 9/19/2013 | 7 | Elasticity of Supply | Ch.5 |
| Week 5 | | | |
| 9/24/2013 | 8 | Government Interventions & Review Section I | Ch.6 |
| 9/26/2013 | 9 | Experiment 2 & Quizz I (45 mins.) | |
| Week 6 | | | |
| 10/1/2013 | 10 | Market Efficiency | Ch. 7 |
| 10/3/2013 | 11 | Taxation | Ch. 8 |
| Week 7 | | | |
| 10/8/2013 | 12 | Externalities; Public Goods | Ch. 10 & 11 |
| 10/10/2013 | 13 | Public Goods & Review Section II | Ch. 11 |
| Week 8 | | | |
| 10/15/2013 | | Fall Break (No Class) | |
| 10/17/2013 | | MidTerm (1 hr. 40 mins.) | |
| | | This exam will test on all materials covered before this date. | |
| Week 9 | | | |
| 10/22/2013 | 14 | The Costs of Production | Ch. 13 |
| 10/24/2013 | 15 | The Costs of Production | Ch. 13 |
| Week 10 | | | |
| 10/29/2013 | 16 | Competitive Markets | Ch. 14 |
| 10/31/2013 | 17 | Monopoly | Ch. 15 |
| Week 11 | | | |
| 11/5/2013 | 18 | Monopolistic Competition | Ch. 16 |
| 11/7/2013 | 19 | Oligopoly & Review Section III | Ch. 17 |
| Week 12 | | | |
| 11/12/2013 | 20 | Case study & Quizz II (45 mins.) | |
| 11/14/2013 | 21 | The Markets for the Factors of Production | Ch. 18 |
| Week 13 | | | |
| 11/19/2013 | 22 | Earnings and Discrimination & Experiment 4 | Ch. 19 |
| 11/21/2013 | 23 | Income Inequality and Poverty | Ch. 20 |
| Week 14 | | | |
| 11/26/2013 | 24 | The Theory of Consumer Choice | Ch. 21 |
| 11/28/2013 | | Thanksgiving Recess (No Class) | |
| Week 15 | | | |
| 12/3/2013 | 25 | Frontiers of Microeconomics | Ch. 22 |
| 12/5/2013 | 26 | Experiment 5 | |
| Week 16 | | | |
| 12/10/2013 | 27 | Review Section IV | |
| Week 17 | | | |
| 12/16/2013 | | FINAL EXAM | 2:00pm-5:00pm |

Final exam will test all the materials covered after MidTerm exam.

Note: Quizz I&II will be conducted in the second half of the class on these dates; the first half will be used to deliver regular lectures.