CALIFORNIA STATE UNIVERSITY, FULLERTON  
Mihaylo College of Business and Economics  
Department of Economics  
Principles of Microeconomics (Economics 201 #12108)  
Fall 2014, TH 1 PM SGMH 2113

Location: HYBRID (students work online and then meet on-campus Thursday at 1PM)  
Instructor: Denise Stanley, Ph.D.  
Office: SGMH 3339  
E-mail: dstanley@fullerton.edu  
Phone: (657) 278-7498  
Office hours: T 1PM TH 11:30-12, 2:30-3:00 (online mode available upon request)  
Technical support: (657) 278-7777

COURSE DESCRIPTION

This course covers the fundamental principles of microeconomics. Microeconomics studies how individuals and firms make choices, how they interact and what are the outcomes of these decisions. We will focus on the problems of scarcity and choice, demand and supply elasticity, the role of government, different types of markets (from competitive to monopolistic), and some aspects of international trade. The goal of this course is to develop a basic understanding of microeconomics, the main players in the economy, the interactions between them and their implications, using critical thinking, intuition, writing, and analytical skills. The class uses graphing and other concepts from high school algebra and geometry.

This is a hybrid course. Half of the lecture time is online, and half is on campus during the class period. For each module you should do the reading and lecture viewing (and other activities) before the campus class. Class time is dedicated to focusing on the hardest concepts and problem-solving, with each module to be finished the day after the campus meeting. Economics material is cumulative, so it is important to keep up with the material, complete all online work, and attend all classes.

SAMPLE STUDENT LEARNING GOALS

At the end of this course students will be able to:

- Identify the opportunity cost of a decision
- Identify how people make rational choices given scarce resources.
- Apply the concept of marginal analysis to solve problems.
- Demonstrate an understanding of the circular flow of resources and products.
- Draw a production possibilities frontier (PPF) model of a two-good economy.
- Identify examples of absolute and comparative advantage of goods across nations.
- Provide examples of the gains from trade in numerical problems and real-life applications.
- Demonstrate an understanding of the mechanics of demand and supply.
- Determine the market equilibrium price and quantity.
- Perform supply and demand analysis to analyze the impact of economic events on markets.
- Calculate and utilize different elasticity measures.
- Apply demand and supply framework to make predictions about labor market equilibriums.
- Identify and calculate different costs incurred by a production firm.
- Link the measures of factor productivity to these costs.
- Calculate and use average cost measures to explain economies-of-scale trends.
- Suggest optimal firm output and pricing decisions under different types of market structures.
- Identify the sources of market power and the components of market structure.
- Provide a graphical representation of consumer and producer surplus.
- Demonstrate in a graph what changes occur to society after the imposition of taxes.
- Identify examples of market failures (externalities and public goods).
COURSE CONTEXT

Mihaylo College of Business and Economics Key Perspectives: This is a core course in the curriculum of the College of Business and Economics to enhance several of the BA Learning Goals and Objectives (i.e. Functional Knowledge and Business Opportunity Recognition and Problem Solving). A link to other core classes is included by topic below. The programs offered in Mihaylo College of Business and Economics (MCBE) at Cal State Fullerton are designed to provide every student with the knowledge and skills essential for a successful career in business. Since assessment plays a vital role in Mihaylo College’s drive to offer the best, several assessment tools are implemented to constantly evaluate our program as well as our students’ progress. Students, faculty, and staff should expect to participate in MCBE assessment activities. In doing so, Mihaylo College is able to measure its strengths and weaknesses, and continue to cultivate a climate of excellence in its students and programs.

General Education Information: This course meets the University’s General Education requirement in Category III. D.1, Introduction to the Social Sciences. The learning goals for the category are: to: understand the purpose of the social sciences and the distinguishing features of the social sciences; understand and explain major social science concepts, methods, and theories and apply them to concrete problems of contemporary society; reflect on what it means to be a social, historical, cultural, psychological, and political being; reflect on their own social, cultural, and political experiences in light of social science concepts, methods, and theories; understand the integrated nature of social, political, and economic behaviors and institutions in different geographical and historical contexts; understand processes of social, political, and cultural change and differentiation in a variety of cultural contexts.

In compliance with University policy on General Education courses, this course includes a significant writing component involving the organization and expression of complex ideas, information, and arguments. It incorporates a timely evaluation of writing that identifies deficiencies and offers suggestions for improvements, providing an opportunity for students to revise their work and improve their writing.

REQUIRED TEXTS

McEachern ECON Micro 3rd edition with Aplia access card, ISBN 9781285720548

Aplia is the online homework supplement (a different website) bundled with the book. Extra problems will also be suggested if the instructor feels students need additional work on particular concepts. They offer a separate help line at: 800-354-9706 and the homework link through login.cengagebrain.com Information is available in a separate PDF.

Note there is a free supplemental book website from Cengage (older edition) at:
WEB NEEDS ONLINE SKILLS AND SYSTEM/ SOFTWARE REQUIREMENTS

You must have daily access to:
- A reasonably fast computer, with at least 256 MB of RAM, Windows 98
- Operating system or higher, plug-ins such as Adobe, Windows Media Player/ Real Player
- A high speed modem and Internet connection
- Internet service from a reliable Provider and a good Browser Explorer 6.0 or higher
- Microsoft applications: Word, PowerPoint, Excel

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- A high speed modem and Internet connection
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- Microsoft applications: Word, PowerPoint, Excel

- It is VERY IMPORTANT that you HAVE ACCESS to TITANIUM and check it frequently.

The following information will be placed in Titanium
- Powerpoints
- Videos of Lectures (there are 12 sections, with about 3 segments of 15-30 minutes each)
- Surveys
- Online Quizzes (held Monday-Wednesday 11:30 PM before Thursday lectures)
- Exam Study Guide Topics
- Writing Assignment (article and guidelines)
- Other Material

Titanium
As a registered student you are enrolled in Titanium. You may access Titanium for all your classes by clicking on your student portal, found on the CSUF website. Problems? Contact (657) 278-5619. If you still need more help, contact (657) 278-7777. Check Titanium weekly, the night before class, for any pertinent or last minute, updated information.

Library Support
Library Assistance: online instruction guidelines are available on the CSUF library website.

You may be required to participate in an online evaluation of this class.

Two week plan for distance instruction should on-campus instruction be interrupted

In case of instruction interruption, please check the course website for weekly instructional activities and updates. For additional information, please call the California State University, Fullerton Campus Operation and Emergency Closure Information Line: 657-278-4444

COURSE POLICIES

Attendance is Mandatory
- You will start with 30 participation points given to you (6% of your grade). There are 15 Thursday class meetings across the semester. If you miss a class meeting, you will have 2 points deducted. I will pass around a sign-up sheet twice during our class meetings: once at the start and another time. Please make sure you sign it. Participation will be noted and counted towards your final grade.

Extra Credit
- Team-based problem write-up opportunities will be available to all. At each Thursday class we will do group problems both from handouts and selected book problems. Some of these will be only partially-completed, with the opportunity for the team (both who were present in class) to finish the write-up by that Friday at 11:30 PM. You can submit these write-ups a maximum of 8 times across the semester @ 5 points each (up to 40 points).
On-Campus Class Behavior

- **Laptops** – The use of laptops is PROHIBITED (unless it is specially permitted by the instructor). I deduct 5 points from your exam for each laptop usage.
- **Cell Phones** – All cell phones must be TURNED OFF during class.
- **Text-Messaging** – You are NOT allowed to text message, use IPods, IPads, smart phones or any other electronic device in class.
- **Disruptive Behavior** – If you talk excessively during class or disrupt the class I will assign you a new seat. I will deduct 10 points from your final exam for any further disruptive behaviors.

Online-Campus Behavior (Chats, Recorded Review Sessions)

- **Always respond in a courteous and respectful manner.** This does not mean you cannot disagree. In fact discussion of differing opinions is an important part of the learning process. Please treat all ideas with respect. *Avoid* CAPS, this simulates shouting. *Avoid* slang and text message shorthand. **Exceptions:** emoticons for smiling, sad, and surprised. Follow the basic tenets of good netiquette. Please read and follow the guidelines developed by Deana Molinari, Washington State University: http://nursing.wsu.edu/current/Netiquette.pdf

Response Time

**Email:** I will maintain a mailing list to keep you updated on course developments, and you can communicate questions to me. Please note that I will be communicating only through your email listed in Titanium.

**I answer emails promptly, but usually not on weekends.**

Authentication of Student Work

Authentication of student work is important in an online class. So this class includes multiple measures of student performance, including discussion board postings, individual email conversations, the use of Turn It In, and the multiple assignments you are required to complete.

Alternate Procedure for Submitting Work

Any assignments (quizzes, discussion forums, etc..) done online can also be printed out and brought to the Thursday class if technical problems ensure. Alternatively, you can do a screen capture (Print-Screen) and email the attachment to the instructor.

Policy on Retention of Student Work

Please note that I keep your exams and other coursework for only a year after your final grades have been submitted.

Other

- **Final Grade** – The final course grade is the instructor’s final evaluation of the student’s performance and is not open for negotiation once it has been assigned
- **After Semester** – I DO NOT assign extra credit work AFTER the semester is over.
- **The instructor is hesitant to give incompletes.**
- **University Policy Regarding Academic Dishonesty** – Any Academic Dishonesty by the students will be treated in accordance with the university policy as stated in the university catalogue. Academic dishonesty when detected and substantiated, will result in an “F” for the course, plus additional university disciplinary actions.
GRADING POLICY AND GRADING STANDARDS FOR THE COURSE

- Grades will be determined using the plus/minus system according to the following distribution:

<table>
<thead>
<tr>
<th>LETTER GRADING SCALE TABLE</th>
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<tbody>
<tr>
<td>A+</td>
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<tr>
<td>97-100</td>
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</tbody>
</table>

ASSIGNMENT WEIGHTING TABLE

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points/ Weight</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Class Poll(10/12)</td>
<td>10/2%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Aplia Homework Activities (8/12)</td>
<td>80/16%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Online/In-class Quizzes (8/12)</td>
<td>80/16%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Class attendance</td>
<td>30/6%</td>
<td>Weekly</td>
</tr>
<tr>
<td>News Analysis Paper</td>
<td>50/10%</td>
<td>November 20</td>
</tr>
<tr>
<td>Midterm 1</td>
<td>75/ 15%</td>
<td>October 2</td>
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<tr>
<td>Midterm 2</td>
<td>75/ 15%</td>
<td>November 6</td>
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<tr>
<td>Final Exam</td>
<td>100/ 20%</td>
<td>TBD</td>
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<tr>
<td>Total</td>
<td>500</td>
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</tbody>
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LATE ASSIGNMENTS

Late assignments receive a deduction based on the timing (10% for 1 day late, 20% for 2). I will not accept any work after the midterm associated with the activity has passed.

COURSE REQUIREMENTS IN DETAIL

Modules
- The course includes 12 content modules. They will generally operate on a Saturday-Friday schedule. That is, most of the student interaction with the content should occur before the Thursday class. This includes reading the book chapter, viewing the lecture videos, doing the Aplia homework, taking a knowledge quiz and completing a survey. Final activities related to that module are to be completed by the Friday at 11:30 PM. A separate course calendar provides details regarding the specific deadlines for each activity.

Exams
- ALL exams are closed notes, closed book.
- No cheat-sheets will be allowed on any exam.
- In ALL exams you are required to bring a SCANTRON (882-E form) and CALCULATOR.
- MAKE-UP EXAMS are generally not allowed. I would consider them only under the direst of extenuating circumstances (illness or other extreme emergency of which I should be notified IMMEDIATELY) if and only if you present proper documentation (e.g., doctor’s note). Should I decide to allow a make-up exam, it should be taken within ONE WEEK of the EXAM DATE. If this is not possible under these very extreme circumstances, the final exam will carry the additional weight (again provided that you have valid proof).
- Final Exam is cumulative (comprehensive).
Quizzes, Graded Problem Sets, Exam Study Guides, and Other Material

- I will post 12 timed open book online 30-minute quizzes for this class (1 attempt). You will do these before our on campus Thursday meeting. A similar closed book quiz will be offered at the end of the Thursday meeting; I take the average of these 2 scores for each module. Your best 8 scores will count in your grade. There were be approximately 4 before for the first midterm, 4 before the second midterm.
- Aplia homework will be available a week before the assigned date in the calendar below. You will complete these problem sets on the Aplia website. I will count the best 8 of 12.
- A brief survey question is available before each on-campus Thursday class. Please complete 10 of these for up-to 2% of your grade.
- A detailed list of topics and a summary of main concepts for each exam will be provided prior to an exam. Also, the (free) book website provides additional quizzing, flashcards and other study practice.

Writing Assignment

- A separate handout on the written assignment will be provided.
- You will write a short paper, in which you will be asked to analyze a particular news article among a choice of 5, answer a series of questions requiring graphical analyses, and summarize your findings. You may submit your questions answers in first draft form by the 2nd midterm for feedback.
- The article should be analyzed in the context of economic concepts and principles learned in class.
- The final date for submitting your paper is November 20 at the beginning of class.

UNIVERSITY INFORMATION

Students with Special Needs

Please inform the instructor during the first week of classes about any disability or special needs that you may have that may require specific arrangements related to attending class sessions, carrying out class assignments, or writing papers or examinations. According to California State University policy, students with disabilities must document their disabilities at the Disability Support Services (DSS) Office in order to be accommodated in their courses.

Academic Dishonesty Policy

Academic dishonesty includes such things cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show a possession of a level of knowledge or skill which he/she in fact does not possess. Cheating is defined as the act of obtaining or attempting to obtain credit for work by the use of any dishonest, deceptive, fraudulent, or unauthorized means. Plagiarism is defined as the act of taking the work of another and offering it as one’s own without giving credit to that source. An instructor who believes that an act of academic dishonesty has occurred (1) is obligated to discuss the matter with the student(s) involved; (2) should possess reasonable evidence such as documents or personal observation; and (3) may take whatever action (subject to student appeal) he/she deems appropriate, ranging from an oral reprimand to an F in the course. Additional information on this policy is available from University Policy Statement 300.021 found at the UPS section of the Academic Senate website.

Emergency Contact

In the event of emergency, contact the University Police at (657) 278-3333. Additional information can be found at the CSUF Emergency Preparedness website.
TENTATIVE SCHEDULE

Week 1, Month and Day  August 25, 2014

Topic: Orientation

Assignments Due
• Syllabus quiz online
• Online discussion forum “Getting to Know You” in which students post & reply to each other by interest and area

Reading Assignments:
Table of Contents, parts Chps. 1-3 (p. 2-8, 30-33)

Week 2, Month and Day  September 2

Topic(s) The Main Principles of Economics Module 1
   Links to BA Core ACCT 201B, ECON 315

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Survey
• Aplia
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments:
parts Chps. 1-3 (p. 11, 20-23, 26-29)

Week 3, Month and Day  September 9

Topic(s) An Introduction to Economic Models Module 2

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Survey
• Aplia
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments:
parts Chps. 1-3 (p. 6,9,15-19, 34-36)
Week 4, Month and Day  September 16 Module 3

**Topic(s) Use of Models: Gains from Trade Module 3**
Links to BA Core ISDS 265, MGMT 246, MGMT 339

**Assignments Due**
- Online formative multiple choice quiz in Titanium done by Wednesday
- Survey
- Aplia
- End-of-class multiple choice, open-ended summative quiz

**Reading Assignments**
parts Chps. 3, 19 (p. 23-25,38,286-292)

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Week 5, Month and Day  September 23 Module 4

**Topic(s) The Underlying Framework: Demand and Supply Framework to Equilibrium**
Links to BA Core ECON315, ECON202, MGMT 339, MKT 351

**Assignments Due**
- Online formative multiple choice quiz in Titanium done by Wednesday
- Survey
- Aplia
- End-of-class multiple choice, open-ended summative quiz

**Reading Assignments**
Chp. 4 (p.50-61)

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Week 6, Month and Day  September 30

- Summative Assessment: Midterm Exam  October 2  on-campus

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Week 7, Month and Day  October 6

**Topic(s) Demand and Supply Comparative Statics October 9 Module 5**
Links to BA Core ECON315, ECON202, MGMT 339, MKT 351, FIN320

**Assignments Due**
- Online formative multiple choice quiz in Titanium done by Wednesday
- Aplia
- Survey
- End-of-class summative multiple choice, open-ended quiz

**Reading Assignments**
Chp. 4 (p.62-67 and 54-56,58-59)
Week 8, Month and Day  October 13

Topic(s) Elasticity of Demand and Supply Module 6
Links to BA Core ECON315, MKT 351

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Aplia
• Survey
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments
Chapter 5 (p. 68-82)

Week 9, Month and Day  October 20

Topic(s) Consumer Behavior Module 7

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Survey
• Aplia
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments
Chapter 6 (p.84-94), Appendix re budget line

Week 10, Month and Day  October 27

Topic(s) Production and Costs: Linking Inputs and Resulting Expenses Module 8
Links to BA Core ACCT 201A,201B, ECON 315, MGMT 339

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Survey
• Aplia
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments
Chapter 7 (p.96-109)
Week 11, Month and Day November 3
- Summative Assessment: Midterm Exam On-campus November 6
- Provide rough draft paper content question answers

Week 12 Month and Day November 10

Topic(s) Profit Maximization and Perfect Competition Module 9
Links to BA Core ACCT 201A, ECON 315, MKT 351

Assignments Due
- Online formative multiple choice quiz in Titanium done by Wednesday
- Aplia
- Survey
- End-of-class multiple choice, open-ended summative quiz

Reading Assignments
Chp. 8 (p. 110-128)

Week 13 Month and Day November 17

Topic(s) Profit Maximization and Monopoly Module 10
Links to BA Core MGMT 246, ECON 315, MKT 351

Assignments Due
- Online formative multiple choice quiz in Titanium done by Wednesday
- Aplia
- Survey
- End-of-class multiple choice, open-ended summative quiz
- Writing Paper (through Turn-It In Link on Titanium website)

Reading Assignments
Chp. 9 (p.130-144)

Fall Break November 24-November 29
Week 14 Month and Day December 1

Topic(s) The Labor Market (Demand and Supply Case Study) Module 11

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Survey
• Aplia
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments
Chp. 11 (p.164-177) and Chp. 12 (p.179-186)

Week 15 Month and Day December 8

Topic(s) Market Failure and Solutions Module 12

Assignments Due
• Online formative multiple choice quiz in Titanium done by Wednesday
• Survey
• Aplia
• End-of-class multiple choice, open-ended summative quiz

Reading Assignments
Chp. 16 (p.236-240), Chp. 17 (p.250-266)

Week 16 Month and Day December 15 exam week

Topic(s) Review Session (before Final)

Assignments Due None

• Summative Assessment: Final Exam  On-campus Tuesday December 16 noon