ECON 102: PRINCIPLES OF MICROECONOMICS – SPRING 2015

Hybrid course:
Face-to-face class: M 3:30 pm-4:45 pm at PS-130
Online class: TH 8:45-10:00 am

Professor: Dr. Amuedo-Dorantes
Office: Nasatir Hall 310
Phone: 594-1663
E-mail: camuedod@mail.sdsu.edu
Office Hours: M: 2:15-3:15 pm and, for short inquires, right after your class.

This syllabus is intended to guide you through the course. However, circumstances can change and I reserve the right to change the syllabus as needed to ensure we fulfill the course objectives. You will receive notification of such changes.

As per SDSU policy, students with disabilities or religious needs who require special accommodation must give the instructor at least two weeks’ notice. Disability accommodation requires documentation from SDS.

Distance or Online Learning Prerequisites: The prerequisite for this course is total online or distance learning preparedness:

1. Take the SDSU ‘readiness survey’ at: https://sunspot/sdsu/pls/webapp/survey.hybrid_learning.main
2. Prepare your computer for the course at follows:
   - Get speakers or a headset
   - Download (for free) all necessary software, including the latest versions of: Adobe’s Acrobat Reader and Flash Player, QuickTime Player, and Java.
   - Download Mozilla’s Firefox as Blackboard works better with that browser.
   - Formulate a backup plan for fulfilling course obligations when/if your computer malfunctions. For example, find out about computers at the library: http://scc.sdsu.edu/home.php
   - If you need to learn how to use Blackboard, go to: http://its/sdsu.edu/blackboard/student/

Course Description: This course provides an introduction to microeconomics and will provide the basic tools needed to understand how households and firms make decisions and how they interact in the market. Upon completion of this course, students should be able to explain why we specialize and trade, how markets operate, how the market allocations can sometimes be improved upon through government intervention, and how firms make production and pricing decisions in the world we live.

The course will start with a discussion of how economists work and of basic definitions of microeconomic concepts to be used throughout the course. We will then present the theory of comparative advantage and discuss why we specialize and trade with each other. Subsequently, we will cover the basic tools of supply and demand, including the notion of equilibrium, the concept of elasticity, price controls, and tax incidence. The efficiency of market determined outcomes will then be examined using the tools of consumer and producer surplus under different scenarios. We will discuss how the
government can sometimes improve on market allocations in the event of market failures caused by externalities or lack of perfect competition. Finally, we will conclude with an analysis of firm behavior and industrial organization examining how firms make their production and pricing decisions in a perfect competitive market, a monopoly, or a monopolistically competitive market.

**Learning Objectives and Outcomes:** Upon successful completion of the course you should be able to:

- Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
- Understand the links between household behavior and the economic models of demand.
- Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
- Understand the links between production costs and the economic models of supply.
- Represent supply, in graphical form, including the upward slope of the supply curve and what shifts the supply curve.
- Understand the efficiency and equity implications of market interference, including government policy.
- Understand how different degrees of competition in a market affect pricing and output.
- Apply economic reasoning to individual and firm behavior.
- Understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability.
- Understand the major characteristics of different market structures and the implications for the behavior of the firm.

**How does this course Work?**

- **Technology:** This is a hybrid course. That means that you are responsible for your own connectivity. Information technology or IT challenges can—and will–come up. Be prepared.

  Please, be assured that if and when problems occur on the SDSU end, you will not be penalized. However, when problems occur on your end, the story is different: **You are responsible for your computing needs. Student IT problems are not an acceptable excuse for non-completion of class work.**

  When problems occur on your end, you must fix them prior to any deadlines implicated. You can go to the Student Computing Center in Love Library for help or to use their computers. Call: (619) 594-3189 or email: scc@rohan.sdsu.edu or click: http://scc.sdsu.edu/home.php. The instructor cannot provide IT support.

- **Course Organization:** The course is organized into 3 sections, the first one with 5 chapters, the second one with 3 chapters and the third one with 4 chapters. Once I finish covering each chapter via in-class face-to-face and online live sessions, there will be a quiz due online via APLIA. At the end of each of the 3 sections, there will be a test.

  Please note that although you may work at your own pace, you must complete all work by the closing dates and times that are provided in the tentative course outline listed below. This arrangement keeps students on track and ensures that the workload entailed in this course is evenly distributed throughout the entire duration of the course. This work completion rule applies to EVERYONE. Please, do not ask me to break the rules for just you. I cannot and will not do that.
Tentative Course Outline:

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapters</th>
<th>Practice Problems (not graded)</th>
<th>Tentative Dates for APLIA Assignments &amp; Exams</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Chapter 2</td>
<td>Ch 2: 1, 2, 6</td>
<td>Monday, Feb. 2 at 10:00 am</td>
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<tr>
<td>Week 2</td>
<td>Chapter 3</td>
<td>Ch 3: 3, 4, 5, 6</td>
<td>Monday, Feb. 2 at 10:00 am</td>
</tr>
<tr>
<td>Week 3</td>
<td>Chapter 4</td>
<td>Ch 4: 1, 3, 10, 11</td>
<td>Monday, Feb. 9 at 10:00 am</td>
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<tr>
<td>Week 4</td>
<td>Chapter 5</td>
<td>Ch 5: 1, 2, 4, 6, 9, 13</td>
<td>Monday, Feb. 16 at 10:00 am</td>
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<tr>
<td>Week 5</td>
<td>Chapter 6</td>
<td>Ch 6: 2, 3, 4, 5, 6, 7, 9</td>
<td>Monday, Feb. 23 at 10:00 am</td>
</tr>
<tr>
<td>Week 6</td>
<td>1st Exam in Classroom</td>
<td></td>
<td>1st EXAM: M, Feb. 23</td>
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<td>Week 7</td>
<td>Chapter 7</td>
<td>Ch 7: 4, 5, 6, 8, 9</td>
<td>Monday, Mar. 9 at 10:00 am</td>
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<tr>
<td>Week 8</td>
<td>Chapter 8</td>
<td>Ch 8: 1, 4, 5, 6</td>
<td>Monday, Mar. 16 at 10:00 am</td>
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<tr>
<td>Week 9</td>
<td>Chapter 9</td>
<td>Ch 9: 1, 3, 8, 13</td>
<td>Monday, Mar. 23 at 10:00 am</td>
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<tr>
<td>Week 10</td>
<td>2nd Exam in Classroom</td>
<td></td>
<td>2nd EXAM: M, Mar. 23</td>
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<td>Week 11</td>
<td>SPRING BREAK</td>
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<td>Week 12</td>
<td>Chapter 13</td>
<td>Ch 13: 3, 11, 12</td>
<td>Monday, Apr. 13 at 10:00 am</td>
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<td>Week 13</td>
<td>Chapter 14</td>
<td>Ch 14: 3, 4, 7, 8, 13</td>
<td>Monday, Apr. 20 at 10:00 am</td>
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<td>Week 14</td>
<td>Chapter 15</td>
<td>Ch 15: 2, 3, 13</td>
<td>Monday, Apr. 27 at 10:00 am</td>
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<tr>
<td>Week 15</td>
<td>Chapter 16</td>
<td>Ch 16: 3, 4, 5, 6, 8, 10</td>
<td>Monday, May 4 at 10:00 am</td>
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<tr>
<td>Week 16</td>
<td>3rd Exam in Classroom</td>
<td></td>
<td>3rd EXAM: M, May 4</td>
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<td>Week 17</td>
<td>Optional Comprehensive Final Exam on Wed., May 13, 3:30-5:30 in your classroom</td>
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Required Materials:

1. APLIA (which gives you access to the required textbook): The required textbook is *Principles of Microeconomics*, 7th Edition, by Gregory Mankiw w/ APLIA®. The book is available in an electronic as well as in a paper format from APLIA. A few things about APLIA that you might want to know:

   - In most cases, you can save money if you buy APLIA and your textbook together. See purchase options below.
   - You will have access to a digital version of your textbook on APLIA through the end of this course.
   - APLIA is part of CengageBrain, which allows you to sign in once and access your materials and courses.

Book purchase options: You have various options:

a) Purchase online access directly from your course on BB.

b) Bookstore Purchase: Purchase access to Aplia from your bookstore. Check with the bookstore to find out what they offer for your course.

c) Purchase through KB Books: You should be able to get a $5.00 discount from your purchase if you spend $100 or more since we have mentioned them in class. They are located at 5191 College Ave. Phone: 619-287-BOOK (2665). For more information, visit: www.kbbooks.com
APLIA requires a registration process:

- Login to BB.
- When you first click on a link that includes content from Cengage Learning (under the APLIA folder) you will be prompted to enter your access code or pay online.
- Enter an Access Code or Pay Online with a Credit/Debit Card or PayPal.

Payment Option 1: Enter the Access Code that came with your textbook bundle

Payment Option 2: Pay Online with Debit/Credit card or PayPal Account (Price will vary based on product).

Option 3: Enter the course using the grace period.
Student benefits of APLIA: Cramming is an ineffective learning method. APLIA lets you learn by doing - you can apply what you hear and see in the classroom and what you read in the text. Think of the regular assignments on APLIA as a weekly Economics workout. Regular work in APLIA will better prepare you for lectures and exams.

APLIA is also dedicated to improving learning by increasing your engagement with the course:
- Accessible from within BB with no separate login.
- Interactive chapter assignment
- Detailed explanations for every question
- Automatically graded assignments with immediate feedback
- Tutorials in select subjects help you overcome deficiencies in prerequisite material

Targeted practice reviews are made available after your assignment due date passes.

2. **CLICKERS**: i>clicker required for this course!

This semester in this class, you have the option of using either the i>Clicker2 handheld remote or i>clickerGO. i>clickerGO enables you to vote via a web-enabled device such as a laptop, or use a downloadable app on your iOS or Android smartphone. i>clicker2 is a handheld remote which you must purchase and bring to class every day. The SDSU Bookstore offers discounts for both of these.

If you already have an i>clicker2 remote, you can use it in this class. i>clicker (either version) will be used every day in class, starting with the first day of class, and you are responsible for registering and bringing your device every day.

[Note: Not all Faculty are allowing i>clickerGO. Don’t buy i>clickerGO if you are enrolled in another class that requires an i>clicker2 remote! Use the two week FREE trial to make sure this works for you before buying an activation code.]

To receive participation credit in the course:
- **i>clicker2 remote**: register your remote on any of your SDSU courses by going to the Blackboard website and clicking on: Tools => i>clicker Registration => Enter your remoteID which is on the back of the remote => Submit. **MAKE SURE YOU SEE A REGISTRATION DATE** or your clicker might not be registered. Once registered, your i>clicker2 remote can be used in all classes that require clickers and should not need to be re-registered.

If you have more questions about i>clicker, contact the Student Computing Center at 619.594.3189 or scc@rohan.sdsu.edu
• **i>clickerGO**: You can purchase activation codes from the SDSU Bookstore. Use the FREE two-week trial before purchasing to make sure i>clickerGO works in your classroom.

Steps for using i>clickerGO:
1. Go to [www.iclickergo.com](http://www.iclickergo.com) or download the app by searching for “iclicker” in your Google or Apple store.
2. Create an account using your email address as username and simple password that you will remember.
3. **Use your REDID as your Student ID!**
4. Save/Submit
5. After you purchase your activation code, go to any Blackboard course and register your clickerID using “Tools => Register your i>clicker => Submit”
6. You should see a registration date if properly registered.

If you have more questions about i>clicker, visit [http://clicker.sdsu.edu](http://clicker.sdsu.edu) or contact the Student Computing Center.

3. **BB WEBSITE:** The course website is found on the SDSU Blackboard server, [http://blackboard.sdsu.edu/](http://blackboard.sdsu.edu/) The course should appear automatically when you are enrolled in the course. To **login**, use the same information you use to access WebPortal. Your **username** is your Red ID and your **password** is your University PIN. If you don't know your ID number or wish to change your University PIN, contact SDSU e-services at [http://www.sdsu.edu/e-services/](http://www.sdsu.edu/e-services/). PIN changes should be recognized by Blackboard within 24 hours.

### Grading:

Your grade in the course is determined as follows:

1. Three Midterms & Optional Final (20% each – I use your 3 highest scores)  **60%**
2. 12 Graded APLIA Assignments (one per chapter)  **35%**
3. In-class Quizzes (via i>clicker response rates)  **5%**

**100%**

**NOTE:** the ‘total points’ column on BB will **NOT** provide you with your class % score. BB does not weigh your exam, homework and class attendance points as indicated above.

To compute your class grade, do as follows:

**Percentage Score** = \[
0.05 \times (\text{sum of i>clicker points up to 75% of the total possible for the semester}/75\% \times \text{all possible i>clicker points}) + 0.35 \times (\text{sum of APLIA points up to 95% of the total possible for the semester}/95\% \times \text{all possible APLIA points}) + 0.20 \times \text{first highest exam score} + 0.20 \times \text{second highest exam score} + 0.20 \times \text{third highest exam score}\]

A few things to remember when computing your grade:
- You only need 75% of all i>clicker points possible to get a perfect score in attendance.
- You only need 95% of all APLIA points possible to get a perfect score in homework.
- All individual exam scores must be in percentage terms (*i.e.* 85 if you got 85% in your exam).
- Percentage scores are rounded to the nearest integer. That means that an 85.5 will become an 86, whereas an 85.4 becomes an 85. **No exceptions.**
A tentative grade scale is:

A: 95%+
A-: 90-94%
B+: 87-89%
B: 83-86%
B-: 80-82%
C+: 77-79%
C: 73-76%
C-: 70-72%
D+: 67-69%
D: 63-66%
D-: 60-62%
F: 59%-  

1. **Exams:** Each exam will cover the material discussed in class after the last test and up through the last day of class before the test. Tentative exam dates are listed at the end of your syllabus. Nonetheless, definite exam dates will be announced at least a week in advance in class. The exams consist of multiple-choice questions similar to the ones in APLIA. There will be no make-up (or early) exams. If you miss an exam, you can make up the grade by taking the mass remedial exam administered on the last day of class, which will be comprehensive.

2. **Assignments:** Assignments are an important component of your class grade. They need to be completed through APLIA. Assignments corresponding to each chapter will be due on the day and time listed in the Tentative Course Outline. No late assignments will be accepted as solutions are made available online after the due date. **Remember: APLIA does not understand excuses.** Make sure to start working on your assignment a few days before it is due to avoid last minute connection and computer problems. Your APLIA points may become crucial at the end of the semester. Do not miss any deadline.

Also, if you crash the course late OR register late in APLIA, you may be missing some APLIA assignments. Make sure to take that into consideration when deciding whether or not to crash the course, as well as when to register. There are no-make up assignments on APLIA. That said, only 95% of all APLIA points will count toward the course grade. This policy is intended to allow for errors committed or problems encountered on a given occasion (such as hitting the “enter” key when you do not want to or losing connectivity when you were about to submit your assignment) or, alternatively, for not being able to complete one assignment for whatever reason.

Regarding how APLIA grades your assignments: If you select the “Grade It Now” option for a question, your answers will be graded immediately and you will be able to view your score and an explanation for each part of the question. You will also have the opportunity to try another version of the question to try to improve your score (up to three attempts). Note, however, that your final score then becomes an average of the score obtained in all your attempts. If you select the “Save & Continue” option, you can change your answers as many times as you like before this date, but, once the due date has passed, the grade will be recorded and it will not be possible to change your answers or complete the assignments. After the due date, you will be able to see the correct answers and explanations.

3. **In-Class Quizzes:** There will be periodic (usually, every lecture period) in-class quizzes that will be answered using i>clicker. It is your responsibility to bring the clicker to class every class period (or a device where you can use it if you have the i>clickerGO version) and to make sure that it works. That said, you only need 75% of all i>clicker points to get full credit for in-class quizzes. This allows you to forget your i>clicker or to have malfunctions in your device and still not being penalized for a couple of
occasions when that may happen. It is absolutely forbidden to use other students' i-clicker remote. Doing so is a violation of academic integrity and, in addition to having negative grade consequences, will be treated as any other form of academic misconduct (see “Academic misconduct” below).

4. Online Live Sessions: Throughout the course, I will conduct live sessions on Thursday mornings from 8:45 am to 10:00 am, unless noted otherwise via the ANNOUNCEMENTS page on BB. You are welcome to log on at those times and ask questions. If you are unable to log on at those times or cannot stay for the entire length of the live session, you will be able to see the content posted on BB—typically cut down in shorter (perhaps around 10 minutes) excerpts.

To participate in the Live Sessions, you will be using Mediasite. Instructions on how to log on are provided in your BB course website in the ANNOUNCEMENTS page.

Other Important Information:

Academic misconduct: Academic dishonesty includes plagiarism and cheating of any kind. Your work must be your own and you must give credit for ideas from other sources. During an examination, looking at someone else’s paper or telling someone else the answer is considered cheating. Usage of someone else’s clicker is also considered cheating. Any evidence of cheating will be promptly reported to the Judicial Procedures Office as required by law. You should be aware that the consequences are serious in the United States. They include expulsion from the university and can result in ineligibility to apply to law, medical and other school programs throughout the country based on your academic record.

Classroom conduct (Mondays): To minimize distractions, please observe the following:

- **Electronics and Texting:**
  - Turn off your cell phones before class begins. You are welcome to exit the classroom to answer your phone or keep track of your text messages at any time but, please, do not use your phone while in class.
  - Please resist the urge to use any electronic devices in class (except for taking notes). Do not use your laptop/tablet to browse the web or the alike. If you cannot resist the urge to do so, step outside. The use of laptops and other electronic devices other than for taking notes provides more distractions than benefits for individual students and for the class as a whole. There is scholarly research that supports this conclusion. For instance, one study showed that students who spent class sessions multi-tasking had similar GPAs to those students who did not attend class at all! Other students in the class reported laptops and other electronic devices as the most significant impediment to their own learning. For more information, please go to: http://www.mcla.edu/Academics/uploads/textWidget/3424.00018/documents/laptop_use_in_the_classroom.pdf

- Arriving late, leaving early, and talking during class can be disruptive to the instructor and to other students and should be minimized. If you have any questions, please raise your hand and ask me. I usually welcome interruptions and, if I am in the middle of something, I will simply let you know and address your questions as soon as I am done.

- Inappropriate behaviors will not be tolerated. If necessary, the matter will be turned over to the Judicial Procedures Office for appropriate disciplinary action.
**Students with disabilities:** If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.