

| Principles of Microeconomics   |   |            |          |
|--|---|------------|----------|
| Department of  | Management and Marketing  | College of | Business |
| Prairie View A&M University  |   |            |          |
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|  | Prairie View, TX 77446  |            |          |
| Office Hours:  | <p>TR 9:30 – 11:00 am in Hobart-Taylor Hall, MBA Lounge, 2<sup>nd</sup> floor, room 2B207.<br/> S 12:00 – 2:00 pm at the NWHC (for graduate students only).<br/> And by appointment.</p> <p>If you need to make an appointment to see me outside of my scheduled office hours, please send me an e-mail giving me appropriate lead time to respond and arrange a time to meet with you. You do not need to make an appointment to see me during my regularly scheduled office hours. Your PVAMU e-mail account is the official medium of communication. Please do not attempt to e-mail me from e-courses at this time; I will not receive the e-mail. Also, please identify your section number (or time of day) when you call or e-mail me so I can address your question(s) efficiently.</p> |            |          |
| Virtual Office Hours:  | N/A   |            |          |
| Course Location:   | Hobart Taylor Hall, room 1C129  |            |          |
| Class Meeting Days & Times:  | <b>P05: TR 8:00 am – 9:20 am</b><br><b>P06: TR 11:00 am – 12:20 pm</b>  |            |          |
| Course Abbreviation and Number:  | ECON 2113   |            |          |
| Catalog Description:   | An introduction to the principles of microeconomics, which include supply and demand analysis, market equilibrium, production costs faced by firms, the production process, as well as the analysis of market structures, such as perfect competition and the monopoly firm.  |            |          |
| Prerequisites:   | Pass all sections of THEA   |            |          |
| Co-requisites:   | None  |            |          |
| Required Text:   | <i>Microeconomics, Brief Edition</i> , McConnell, Brue and Flynn, e/2, McGraw-Hill Irwin, 2013<br>ISBN: 978-0-07-741620-1 MHID: 0-07-741620-1   |            |          |
| <p>It is imperative that you purchase your text as soon as possible. You will be expected to read the material in the text before the material is presented in class. Furthermore, a percentage of the exam questions you will encounter will come from assigned reading in the text that will NOT be presented in class. If you feel you might benefit from additional materials, such as study guides from other authors, please make an appointment to meet with me. The COB Writing Lab also has a variety of microeconomic texts and supplements available for your use. I will be happy to take a look at the Center's materials to determine their usefulness, if you wish.</p> |   |            |          |
| Recommended Text:  | N/A   |            |          |
| <p><b>An Alternative to purchasing your textbook is textbook rental!</b><br/> <b>Chegg.com</b><br/> <b>Collegebookrenter.com</b><br/> <b>The textbook is also available from a number of sources to e-readers for limited terms (i.e., 6 months).</b></p>  |   |            |          |
| Access to Learning Resources:  | PVAMU Library:<br>phone: (936) 261-1500;<br>web: <a href="http://www.pvamu.edu/pages/3585.asp">http://www.pvamu.edu/pages/3585.asp</a>  |            |          |

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| University Bookstore:<br>phone: (936) 261-1990;<br>web: <a href="https://www.bkstr.com/Home/10001-10734-1?demoKey=d">https://www.bkstr.com/Home/10001-10734-1?demoKey=d</a>  |  |
| <b>Course Goals or Overview:</b>   |  |
|  | The goal of this course is to expose the student to a whole gamut of critical issues, such as ethical, global, political, social, legal/regulatory, environmental, technological, etc., which should enable the student to understand the important contemporary microeconomic policy debates. |
| <b>As a University Core course, this course will include the following core skill learning objectives:</b>   |  |
| <ol style="list-style-type: none"> <li><b>Critical Thinking (creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information)</b> – sample learning materials in this skill area include the following: <ul style="list-style-type: none"> <li>Recognize the scope and nature of economics, and understand the difference between micro and macroeconomics, and the meaning of key concepts, such as scarcity, opportunity cost, etc.</li> <li>Understand the laws of demand and supply, the factors that affect demand and supply, and the dynamics of market equilibrium.</li> <li>Understand the characteristics and behavior of firms in perfect competition, monopolistic competition, monopoly and oligopoly.</li> <li>Understand the profit maximizing condition in the short run and long-run equilibrium.</li> <li>Recognize the virtues of perfect competition and shortcomings of imperfect competition.</li> <li>Understand externalities and market failures, pollution control, and characteristics and provision of public goods and common resources</li> </ul> </li> <li><b>Communication (effective development, interpretation and expression of ideas through written, or and visual communication)</b> – sample learning materials in this skill area include the following: <ul style="list-style-type: none"> <li>Apply the tools of demand and supply to analyze real-life market examples.</li> <li>Understand the relationship between price elasticity of demand and total revenue.</li> </ul> </li> <li><b>Empirical and Quantitative Skills (manipulation and analysis of numerical data or observable facts resulting in informed conclusions)</b> – sample learning materials in this skill area include the following: <ul style="list-style-type: none"> <li>Compute various measures of price elasticity</li> <li>Understand the difference between accounting and economic profit</li> <li>Compute production and cost figures (i.e., marginal product, average cost, marginal cost, etc.)</li> </ul> </li> <li><b>Civic Engagement (intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities)</b> – sample learning materials in this skill area include the following: <ul style="list-style-type: none"> <li>Social cost of pollution and other “bads.”</li> <li>Consequences of trade restrictions</li> </ul> </li> </ol> |  |

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Exams** – written tests designed to measure knowledge of presented course material

**Homework** – written assignments designed to reinforce theories developed in class

**Exercises** – written assignments designed to supplement and reinforce course material

**Class Participation** – daily attendance and participation in class discussions

### Grading Matrix

| Instrument               | Value (points or percentages) | Total      |
|--------------------------|-------------------------------|------------|
| Attendance/participation | 50 points                     | 50         |
| Homework Assignments     | 5 x 20 points                 | 100        |
| Exam 1                   | 100 points                    | 100        |
| Exam 2                   | 100 points                    | 100        |
| Exam 3                   | 100 points                    | 100        |
| Final Exam               | 200 points                    | 200        |
| <b>Total:</b>            |                               | <b>650</b> |

**Grade Determination:**

A = 585 – 650 pts;

B = 520 – 587 pts;

C = 455 – 519 pts;

D = 390 – 454 pts;

F = 389 pts or below

This point breakdown corresponds to the traditional grading scale (in percentages):

A = 90% - 100%, B = 80% - 89%, C = 70% - 79%, D = 60% - 69% and F = 0 – 59%

| <b>Course Evaluation</b>   | <b>Core Objective</b>             |
|--|-----------------------------------|
| HW 1: Static Analysis (the analysis of new market equilibriums after changes in supply or demand), Ch. 3<br>This written homework assignment will ask student to communicate their understanding of how competitive markets work and what influences markets to change. Critical thinking will be assessed as questions will ask students to determine how markets change given external influences which must be assessed. The University Value rubrics will be employed to assess students' answers. | Critical Thinking; Communication  |
| HW 2: Elasticity (calculations of price elasticity of demand and supply), Ch. 4<br>Students will demonstrate their quantitative skills by solving for various elasticity coefficients. The University Value rubric will be employed to assess students' answers.   | Empirical and Quantitative Skills |
| HW 3: Production (calculations of total, average and marginal product), Ch. 6<br>Students will demonstrate their quantitative skills by solving for average and marginal product. The University Value rubric will be employed to assess students' answers.  | Empirical and Quantitative Skills |
| HW 4: Costs (calculations of various costs encountered by producers, such as total, average, and marginal costs), Ch. 6<br>Students will demonstrate their quantitative skills by solving for a variety of producer costs. The University Value rubric will be employed to assess students' answers  | Empirical and Quantitative Skills |
| HW 5: Market Structures, identification similarities and differences of perfect competition and the monopoly firm, Ch. 7 and 8<br>This homework assignment will assess students' comprehension of the characteristics that perfectly competitive markets and monopoly firms have or do not have in common. Students must examine the assumptions and the behavior of both types of firms (markets). The University Value rubric will be employed to assess students' answers.                          | Critical Thinking                 |
| One essay question (from chapter 5) on this exam will measure students' ability to recognize the role they play in the environment and to make deductions as to their civic responsibility vis-à-vis negative externalities (i.e., pollution) and the possible remedies that individuals, society, or government have to offer. The University Value rubric will be employed to assess students' answers.  | Civic Engagement                  |

## Course Procedures

All exams will be given in class during the regularly scheduled class sessions. The time and date of the final exam will be announced as soon as the University has made that information available. Bring a simple calculator to each exam. The use of programmable calculators and/or the calculator function on cellular phones is not permitted during exams. Please bring your student ID to each exam. You may be asked to show it before you turn in the exam. There will be no make-up exams. All known conflicts should therefore be drawn to my attention immediately. Failure to take any exam at the scheduled time may result in a score of zero for that exam. If you have an approved (university accepted) excuse, your final exam score may replace the missed exam score. If you miss an exam and fail to present your excuse the very next time you attend class, your excuse will not be accepted and you will receive a zero. You may not leave the classroom during an exam! If you are tardy for an exam, you will not be seated for that exam if a student has completed the exam and has left the classroom, and you will receive a zero.

Roll will be taken at the beginning of every class period. In general, excessive absences, excused or unexcused, will affect your grade. Absences are accumulated beginning with the first day you are officially registered in this class. Only unexcused absences will reduce your attendance grade.

Four (4) points will be deducted from the attendance points for every unexcused absence. You must provide a University accepted excuse to have your absence excused. This written excuse must be presented on the very first day you return to class after an absence. Late excuses will **not** be accepted.

**ATTENTION:** The classroom door will be **closed** and **locked** at the time class begins. That is 8 am for the 8 am class (ECON 2113-P05) and 11:00 am for the 11:00 am class (ECON 2113-P06). There is no “grace period.” If you arrive and the classroom door is closed, you have missed your opportunity to attend my class, and you will lose four attendance points. Do not knock, pound, or kick the door, or in any way attempt to gain attention or entry into the classroom. You will **not** be admitted if you are late for my class.

Regardless of attendance, it is ultimately your responsibility to be aware of all announcements made and materials discussed in class. You are responsible for getting notes covering missed material; I am NOT a source of notes. Furthermore, leaving class before class is dismissed is not acceptable. If you have a legitimate reason for leaving class early, please bring it to my attention prior to the start of that day’s lecture.

You are not permitted to attend sections of this course in which you are not enrolled. If you turn in a homework assignment in a section other than the one you are enrolled in, you will receive a zero. If you take an exam in a section other than the one you are enrolled in, you will receive a zero. If it is absolutely necessary for you to attend another section, I will make a case-by-case decision as to whether or not I will allow it. Written documentation may be required.

Homework will be assigned to reinforce lecture material that requires additional practice or exposure. There will be five homework assignments; each is worth 20 points for a total of 100 points. If you are absent, you **cannot** make up the homework assignment for credit. If you have a University accepted excuse, your homework will be excused, and your total achievable points for the course will be reduced by 20 points. Late homework will **NOT** be accepted. Homework is due at the beginning of the period. Turning in homework early is always acceptable.

If there should be extra-credit assignments during the course of the semester, they must be turned in at the beginning of class on the day they are due. If you are absent, you **cannot** make up extra-credit assignments. Turning in extra-credit assignments early is always acceptable.

Your final class grade is your FINAL grade. I do **not** curve your final class grade. If your final class grade is 79.4%, you will receive a C for the semester. Do not waste your time or mine by asking me what you can

do to make a better grade at the end of the term. I do not assign extra credit to individual students. **However**, if you suspect that I have made a clerical error in calculating and/or recording your final grade, please feel free to bring this to my attention as soon as possible and I will gladly recalculate your grade.

## Exam Dates for Spring 2013

|        |          |         |
|--------|----------|---------|
| Exam 1 | Thursday | 7 Feb.  |
| Exam 2 | Thursday | 7 March |
| Exam 3 | Tuesday  | 9 April |
| Final  | Thursday | 2 May   |

## Additional Course Procedures

### Submission of Assignments:

*Any assignments to be completed outside of class will be due at the beginning of class on the day they are due. Late assignments will not be accepted.*

### Formatting Documents:

Microsoft Word is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either the Microsoft Word, Rich-Text, or plain text format.

### Exam Policy

Exams should be taken as scheduled. No makeup examinations will be allowed. Should you have a university-accepted excuse for missing an exam, your final exam grade may substitute for the missing exam grade.

## Study Suggestions

Successful completion of this course depends in large measure on your willingness to invest time and effort into learning and understanding the various topics presented in this course. A general rule of thumb proposes the following: For every hour spent in class each day, two hours should be devoted to study for that class. How would you even begin to fill these hours of study time devoted to one class? Rewrite your notes. Rewriting your notes after every lecture has several benefits. (1) Writing makes it easier to remember information, (2) by rewriting your notes, you will recognize gaps that must be filled (i.e., definitions, more detail, headings, etc.), and (3) drawing graphs requires practice, and rewriting your notes—especially later in the course—will give you that practice. While you are rewriting your notes you can also make notes in the margins to remind you to ask your professor when you don't understand something. Also, read ahead to prepare for the next day's lecture or re-read material in the text which has already been lectured for review and to improve retention.

### Additional Information:

1. Cell phone use (including texting) is not permitted during the class period. You are not permitted to accept or make calls during class. You are not permitted to check your texts, send texts, check voicemail, etc., during class. You may have your cell phone confiscated for the length of the lecture if I find your use of the device is in violation of this policy.
2. Excessive chatting amongst students during lecture is disruptive to your fellow classmates who are here to learn and is not acceptable.
3. Children, other family members and/or friends are not permitted in the classroom.
4. Eating and drinking (with the exception of water) is not permitted in the classroom.

### COB Vision Statement

To empower students from diverse backgrounds to become productive and ethical business professionals who are among the best in the world.

### COB Mission Statement

To provide a diverse student body with an education that creates highly productive professionals who are ethical, entrepreneurial, and prepared to succeed in the global economy. The College achieves this through

excellence in teaching, research and service, and engagement with the business community and other stakeholders. The student experience is distinguished by personal attention, teamwork, leadership training, and appreciation of the social responsibility of business.

## University Rules and Procedures

### **Disability statement (See Student Handbook):**

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

### **Academic misconduct (See Student Handbook):**

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

### **Forms of academic dishonesty:**

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

### **Nonacademic misconduct (See Student Handbook)**

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

### **Sexual misconduct (See Student Handbook):**

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

### **Attendance Policy:**

Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class.

### **Student Academic Appeals Process**

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

### **Weekly Course Calendar and Learning Objectives (subject to change)**

Week 1: Introduction and Syllabus  
Ch. 1 Limits, Alternatives, and Choices (part 1)

Week 2: Ch. 1 Limits, Alternatives, and Choices (part 2)  
Appendix Ch. 1: Graphing

After completing this chapter, students should be able to:

- Explain key economic concepts, such as scarcity, opportunity cost, factors of production, macro vs. micro, etc.
- Calculate slope and interpret graphical relationships.

***Core Objectives covered: Critical Thinking, Empirical and Quantitative Skills***

Week 3: Ch. 2 The Market System and the Circular Flow (part 1)

Week 4: Ch. 2 The Market System and the Circular Flow (part 2)

After completing this chapter, students should be able to:

- Analyze the differences between capitalism and socialism.
- Explain different allocation systems and how the market allocation system works.

***Core Objectives covered: Critical Thinking***

Exam 1: Thursday, February 7, 2013 (Chapters 1 and 2)

Week 5: Review Exam 1  
Ch. 3 Demand, Supply and Market Equilibrium (part 1)

Week 6: Ch. 3 Demand, Supply, and Market Equilibrium (part 2)

After completing this chapter, students should be able to:

- Define demand, supply, law of demand, and law of supply
- Analyze the free market equilibrium price and quantity
- Work with supply and demand graphs to predict changes in market equilibriums.

***Core Objectives covered: Critical Thinking, Communication (visual)***

Ch. 4 Elasticity of Demand and Supply (part 1)

Week 7: Ch. 4 Elasticity of Demand and Supply (part 2)

After completing this chapter, students should be able to:

- Compute various measures of price elasticity
- Understand the determinants of price elasticity of demand
- Understand the relationship between price elasticity of demand and total revenue

***Core Objectives covered: Critical Thinking, Communication (visual), Empirical and Quantitative Skills***

Week 8: Ch. 5 Public Goods and Externalities

After completing this chapter, students should be able to:

- Understand market failures (externalities and the provision of public goods) and their remedies (i.e., pollution control)

***Core Objectives covered: Civic Responsibility***

Week 9: Exam 2: Thursday, March 7, 2013 (Chapters 3, 4 and 5)  
Spring Break

Week 10: Review Exam 2  
Ch. 6 Businesses and their Costs (part 1)

Week 11: Ch. 6 Businesses and their costs (part 2)

After completing this chapter, students should be able to:

- Understand the Law of Diminishing Marginal Returns
- Understand production concepts, such as total product, average product and marginal product
- Distinguish between accounting and economic profit
- Distinguish between the short run and the long run
- Understand numerous cost concepts, such as variable costs, average costs, marginal costs, etc.

***Core Objectives covered: Critical Thinking, Empirical and Quantitative Skills***

Ch. 7 Pure Competition (part 1)

Week 12: Ch. 7 Pure Competition (part 2)

After completing this chapter, students should be able to:

- Understand the characteristics and behavior of perfectly competitive firms
- Understand the profit maximizing condition
- Distinguish between the short run and the long run equilibrium

***Core Objectives covered: Critical Thinking***

Week 13: Exam 3: Tuesday, April 9, 2012 (Chapters 6 and 7)

Review Exam 3  
Ch. 8 Pure Monopoly (part 1)

- Week 14 Ch. 8 Pure Monopoly (part 2)  
After completing this chapter, students should be able to:
- Understand the characteristics and behavior of monopoly firms
  - Recognize the virtues of perfect competition and the shortcomings of imperfect competition

***Core Objectives covered: Critical Thinking***

Ch. 9 Monopolistic Competition and Oligopoly (part 1)

- Week 15 Ch. 9 Monopolistic Competition and Oligopoly (part 2)

After completing this chapter, students should be able to:

- Understand the characteristics and behavior of monopolistically competitive firms.
- Understand the characteristics and behavior of oligopoly firms.

***Core Objectives covered: Critical Thinking***

Ch. 12 International Trade and Exchange Rates

After completing this chapter, students should be able to:

- Understand the arguments for and against free trade and trade restrictions

***Core Objectives covered: Critical Thinking, Social Responsibility***

- Week 16 Course Review Day  
Comprehensive Final Exam (please see attached final exam schedule spring 2013)