

FRANCIS MARION UNIVERSITY

Department of Economics

Spring 2017

Course Number: Economics 203

Course Title: Introduction to Microeconomics

Instructor, Office: Dr. David Franck, Room 206 Founders Hall

Office Hours: **Tuesdays 11:15am -12:35pm, 2:00-4:30 pm,**
 Wednesdays 8-12pm,
 Thursdays 11:15am-12:35pm, 2:00-3:10 pm,
 Other times by appointment

Office Phone: 661.1650

E-mail: dfranck@fmarion.edu

I. Catalog Description:

Introduction to the role of individuals in economic decision-making, the determination of relative prices and output, and problems associated with resource allocation, monopoly, government regulation, and international trade.

II. Required Background or Experience:

Generally, students at FMU take Microeconomics (Econ 203) before Macroeconomics (Econ 204). Econ 203 is also a prerequisite for all 300 level Business courses and required for a Business or Economics Minor or Collateral. In order to be successful in the course, you should have a basic understanding of algebra and strong reading comprehension skills.

III. Course Learning Objectives:

The primary objective of the course is to introduce students to basic microeconomic analysis so that they can better understand the world around them and prepare for more in depth study in economics and business courses. Students should expect to:

1. Obtain a clear understanding of Opportunity cost, Why trade creates value, and explore the concept of Comparative Advantage in its role in producing mutually beneficial gains from trade.
2. Understand and interpret the market model using Demand, Supply and Equilibrium.
3. Calculate and interpret elasticities for examining economic relationships.
4. Apply the market model to issues of government policies in trade, taxes and social welfare.
5. Understand the relationships between total, average and marginal productivity and costs.
6. Comprehend the role of markets, prices, and profits in the allocation of resources.
7. Understand how income is distributed in a capitalistic system.

IV. EText and homework manager:

Mankiw, Gregory N., *Principles of Economics*, 7th Ed., South-Western 2015.

We have negotiated through the FMU bookstore for a discounted price for an Aplia (Cengage) access card with Ebook. This is by far the least expensive way to go. Since the homework manager (Aplia/Cengage) is required, and it includes the ebook, no other expense is necessary. If you still want a paper copy in addition to the ebook, then you can either purchase the bundled copy of the access card with paperback textbook or find a used copy (4th-7th edition) of the textbook.

V. GRADING:

1. Earning your Grade:

\$25,000	Aplia/CengageBrain (750 points earned*)
\$25,000	Exam 1 (Chapters 1, 2, 3, 4, 5)
\$25,000	Exam 2 (Chapters 13, 14, 15, 16)
\$25,000	Exam 3 (Chapters 6, 7, 8, 9, 10, 11)
\$25,000	Final Exam (All Chapters) (REQUIRED)

*note: 861 possible points permitting 3 attempts per question.

2. Your course grade is the sum of your Final Exam Earnings plus the THREE Highest Earnings from Exams 1, 2, 3 and Aplia. What Your Earnings Buy: (plus residuals you can actually apply throughout your life)

A = \$90,000	B+ = \$87,000	B = \$80,000	C+ = \$77,000
C = \$70,000	D+ = \$67,000	D = \$60,000	F = below \$60,000

3. Class Attendance Policy: (from page 65 of the current course catalog)

“It is the responsibility of the student to attend all scheduled meetings in the courses in which he/she is enrolled. If a student is absent more than twice the number of required class or laboratory sessions per week during regular semesters or more than 15 percent of required sessions during accelerated semesters, a grade of F or W will normally be assigned, unless absences have been excused for cause by the instructor.”

Five absences may result in you being dropped from this course without warning with the grade earned as of that date. This includes all class meetings. You are considered absent if you are not present when the class begins. It is your responsibility to keep up with your absences.

4. Missed work:

-Exams- **ZERO** unless prior approval and arrangements are made.

-Graded Aplia/Cengage- No extensions.

VI. Classroom Policies:

ELECTRONIC DEVICES TURNED OFF! (i.e. cell phones, laptops, etc.)

NO CHEATING: Students are expected to adhere to the guidelines as listed in the Francis Marion catalog. If caught, it will be dealt with by the strictest interpretation of the Francis Marion policies for Academic Integrity.

PROFESSIONALISM: *Unprofessional behavior, such as, getting up in the middle of lecture, repeatedly talking while others are talking, sleeping or eating in class, being unprepared or doing other work in class will result in you being asked to leave the classroom so that others may continue to pursue their goals without distraction. If these behaviors persist, you will be dropped from the course for being disruptive to the learning environment.*

A final note: *Economics is not a spectator sport!* The effort you put into this course combined with your effectiveness with that effort determines both your grade and how much you learn in the course. Students do best in economics when they practice active learning. Working problems, using graphs to summarize and analyze economic issues and explaining concepts to others are all “active” techniques for learning. This is what employers pay you for, not just showing up. Reading the text, memorizing definitions and rereading or rewriting class notes are generally passive forms of learning. Although passive techniques are valuable, they only perform a base for understanding and are generally not enough to do well in an economics course. Students tell me what worked for them and most cite “active” examples.

VII. Key Dates, Course Coverage by Topics & Tentative Schedule:

Key Dates:

<i>Exam 1</i>	<i>Chapters 1-5</i>	<i>Tuesday February 9th, 2017</i>
<i>Exam 2</i>	<i>Chapters 13-16</i>	<i>Tuesday March 7th, 2017</i>
<i>Exam 3</i>	<i>Chapters 6-11</i>	<i>Tuesday April 18th, 2017</i>
<i>Final Section 6753 (TTH 8:30) Chapters 1-16 Thursday April 27th, 2017 at 8:30 am sharp</i>		
<i>Final Section 4604 (TTH 9:55) Chapters 1-16 Thursday April 27th, 2017 at 3:00 pm sharp</i>		

NOTE: Last TTH class is on Thursday April 20th.

Introduction

Chapter 1	Ten Principles of Economics
Chapter 2	Thinking Like an Economist
Chapter 3	Interdependence and the Gains from Trade
<i>Key Concepts</i>	<i>Opportunity Costs and Comparative Advantage</i>

How Markets Work

Chapter 4	The Market Forces of Demand and Supply
<i>Key Concept</i>	<i>Demand and Supply</i>
Chapter 5	Elasticity and Its Applications
<i>Key Concept</i>	<i>Elasticity</i>

Firm Behavior and the Organization of Industry

Chapter 13	The Costs of Production
<i>Key Concepts</i>	<i>Total, Average and Marginal Cost Curves, Marginal Revenue</i>
Chapter 14	Firms in Competitive Markets
Chapter 15	Monopoly
Chapter 16	Monopolistic Competition
<i>Key Concepts</i>	<i>Profit and Allocative Efficiency</i>
Chapter 6	Supply, Demand and Government Policies

Markets and Welfare

Chapter 7	Consumers, Producers, and the Efficiency of Markets
Chapter 8	Application: The Costs of Taxation
Chapter 9	Application: International Trade
<i>Key Concepts</i>	<i>Allocative efficiency, tax incidence and dead weight loss of taxes</i>

The Economics of the Public Sector

Chapter 10	Externalities
Chapter 11	Public Goods and Common Resources
<i>Key Concepts</i>	<i>Applications with Demand and Supply</i>

OTHER: Exceptions to the rules & requirements of this course may be made at the discretion of the instructor.

**Francis Marion University
School of Business**

Mission Statement

Accredited at both the graduate and undergraduate levels, the School of Business at Francis Marion University has a mission of teaching, research, and service. Nearly our entire faculty holds a doctorate in the area in which they teach. Our small classroom environment promotes interaction among students and faculty. **We teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, and be guided by high ethical standards.** Our students develop conceptual and analytical skills needed to be successful leaders in both private and public institutions.

School of Business Goals

- Our students will have conceptual and analytical skills to analyze and solve managerial problems.
- Our students will be able to effectively communicate orally and in writing.
- Our students will have an understanding of ethical perspectives and be guided by high ethical standards.
- Our students will have an understanding and appreciation of the global business environment.
- Our students will utilize creativity in the solving of managerial problems.
- Our students will know the core concepts within each business discipline: accounting, business economics, finance, management, management information systems and marketing.

School of Business Goal

Students will have conceptual and analytical skills to analyze and solve managerial problems.

Students will be able to effectively communicate orally and in writing.

Students will have an understanding and appreciation of the global business environment.

Learning Outcomes

- Students will understand the economic approach to and analysis of a managerial problem with concepts such as marginal revenue, marginal cost, profit maximization, and resource allocation.
- Students will understand and use economic terminology such as opportunity cost, market equilibrium price and quantity, shortages and surpluses.
- Students will understand the major concepts of international trade such as comparative advantage, tariffs, and quotas.

MISSION DRIVEN: In addition to emphasizing the learning goals in the SOB mission statement, **students majoring in economics** must sit for the ETS Major Field Test in Economics during their senior year. The faculty in economics adopted learning goals that reflect the dual emphases on understanding the economic way of thinking and developing the ability to apply economic reasoning to real world economic issues. The eight principles of economic reasoning are:

- Incentives matter.
- Resources are scarce and opportunity costs exist.
- Economic agents attempt to maximize or minimize when making choices.
- Economic agents make decisions at the margin.
- Information is costly.
- Economic actions often generate externalities.
- Value is subjective.
- The best test of any theory is its ability to predict.

Specifically, students are assessed on their ability to use sound economic reasoning to analyze economic issues related to:

- Monetary and Fiscal Policy
- Environmental Policy
- International Economics
- Data Analysis

The eight principles of economic reasoning are emphasized rigorously in the entry-level Introduction to Microeconomics and the Introduction to Macroeconomics courses. In all upper-level economics classes students are challenged to apply these principles to real world problems. In the required capstone Senior Seminar in Economics course, graduating seniors must demonstrate their proficiency. Assessment activities include weekly writing assignments, in-class discussion, embedded questions, a pretest on principles of economics, participation in a formal debate on a controversial economic issue, and the Major Field Test in Economics.

How to access your Aplia course

Franck, Econ 203: Microeconomics Spring 2017

Instructor: David Franck

Start Date: 01/10/2017

What is Aplia?

In just 10 years, more than one billion answers have been submitted through Aplia, the premier online assignment solution. Millions of students use Aplia to better prepare for class and for their exams. Join them today!

Registration

1. Connect to <http://login.cengagebrain.com/course/HP2R-DTSG-V7XR>
2. Follow the prompts to register for your Aplia course.

Payment

After registering for your course, you will need to pay for access using one of the options below:

Online: You can pay online using a credit or debit card, or PayPal.

Bookstore: You may be able to purchase access to Aplia at your bookstore. Check with the bookstore to find out what they offer for your course.

Free Trial: Your course enrollment includes a free trial period of up to two weeks. After the free trial ends you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access.

If you already registered an access code or bought Aplia online, the course key to register for this course

is: **HP2R-DTSG-V7XR**

System Check

To check whether your computer meets the requirements for using Aplia, go to <http://www.aplia.com/support/sysreq.jsp>