

## SYLLABUS

### Economics 1B:

Sacramento State University, Department of Economics

Fall 2011

Kristin Kiesel

Email: [kiesel@csus.edu](mailto:kiesel@csus.edu)

### Introduction to Microeconomic Analysis

Office: Tahoe 3011

Office phone: (916) 278-7078

---

*!Please read this information carefully. It describes important course policies and deadlines, and I will assume that you are familiar with them!*

**Lectures:** Tu/Th 1:30 – 2:45pm, Mariposa Hall 1001

**Office hours:** Tu 10:30-11:30am, Fr 9:00-10:00am Tahoe Hall 3011

**Aplia and required online account:** We will be using Aplia, an interactive learning tool in this class. All students are required to register for an Aplia account at <http://econ.aplia.com> using the course key: **L3DC-Z2PC-MM9D**. Please select your section (based on section number and your class time) All course material, including textbook, lecture slides, announcements, homework assignments, practice problems and exams, etc. will be posted through this website. Either use an Aplia access card or pay directly to Aplia. I have attached an instruction sheet for the Aplia registration process. Please register even if you are not ready to pay as you need this site to have access to class material including homework assignments. There is a grace period (until 09/18/2011) during which you can use the site without paying.

**Clickers:** In order to support an interactive and active learning environment in lectures, we will also be using clickers to take quizzes and deliver immediate feedback on covered material. You will need to purchase an eInstruction CPS<sub>RF</sub> response pad and register online via [www.einstruction.com](http://www.einstruction.com) using the class key: **M68446N515**. There is a \$13 fee paid to eInstructions in order to use this tool (per semester, not per course). Response pads are available at the bookstore (\$26.25 new, \$19.75 used, or \$13.11 for rent), or can be ordered online (e.g. Amazon). I have attached instructions on how to register and use the device.

**Textbook:** **Modern Principles: Microeconomics by Cowen and Tabarrok, 1<sup>st</sup> ed.**  
(electronic copy of this textbook is included in the \$90 Aplia fee; you can order a copy of the book bundled with an aplia access card (and bonus cartoon book) for 120.95 at the publishers electronic store  
<http://microstore.pristineminds.net/csus/econ-1b.html>)

Recommended: **Superfreakonomics by Levitt and Dubner**

### Course overview:

Microeconomics *should* be intuitive, compelling, and fun! We will study individual and market behavior under consideration of scarce resources, and the interaction of supply and demand. We will emphasize the *invisible hand* and price system, the importance of incentives, and discuss resource allocations. We will also discuss economic efficiency and how it relates to distributional considerations, such as inequality in income distributions.

3 units.

**Learning objectives:**

At the end of the semester you will be able to:

1. understand the role of incentives in individual decision making.
2. apply the workings of supply and demand to a number of real-world examples.
3. utilize key economic ideas such as opportunity costs, elasticities, externalities, and efficiency.
4. discuss market failures, as well as unintended consequences of policy interventions and regulations.

**Grades and exam policies:**

Your final numerical average will be calculated based on your performance on **homework assignments (30%)**, **two midterms (20% each)**, a **final exam (20%)**, and **quizzes (10%)** and **two optional writing assignments (extra credit)**. Specific letter grades will not be assigned to individual homework assignments or exams and numerical scores will not be converted to letter grades until the very end of the semester. I will provide feedback on your performance over the course of the semester. Your overall grade for the course will be based on the following scale:

Percent	Grade
93 – 100%	A
90 – 92.9%	A-
85 – 89.9%	B+
80 – 84.9%	B
75 – 79.9%	B-
70 – 74.9%	C+
65 – 69.9%	C
60 – 64.9%	C-
55 – 59.9%	D+
50 – 54.9%	D
45 – 49.9%	D-

There will be **two midterm exams** during class, on **Tuesday, October 4th**, and on **Thursday, November 10th**. The **final exam** will be on **Thursday, December 15<sup>th</sup> from 12.45-2.45pm**.

Please bring a scantron form (#882-E or similar), a #2 pencil and a non-programmable calculator on the day of exams. Exams will be closed book and given in the regular classroom.

Please check your schedule to ensure that you can attend these exams. **There will be no make-up exams, and no early or late sittings for exams.** If, due to a serious illness or family emergency, you are unable to take the midterm or final exam, your final grade will be based solely on the remaining assignments and exams. You must contact me immediately with appropriate documentation in order to receive this accommodation.

If you decide to withdraw from this class, make sure you do so with the registrar. If you withdraw without permission, you will be assigned a failing grade. Once a student submits work for a grade, he/she will not be assigned a grade of “WU” under any circumstances.

**Homework assignments and quizzes:**

In order to complete your **homework assignments**, you will be required to access Aplia. They **will be assigned approximately every week and you will have to complete them in an online**

**interactive format.** I encourage you to use the on-campus computer labs or other source with a high-speed internet connection. Computer problems **are not** an excuse for missing assignments.

Please register during the first week. There are already multiple assignments posted, the first of which is **due Tuesday, September 6<sup>th</sup>**. **No late assignments will be accepted.** I will drop your lowest homework score in calculating your final grade.

In addition, we will have **weekly quizzes every Thursday** in class to test whether you are keeping up with the material.

### **How to do well in this class:**

- 1) Come to class! The easiest way to raise your grade is attendance in lectures. (Romer found that the difference in performance between a student who attends regularly and one who attends sporadically is about a full letter grade<sup>1</sup>)
- 2) Work on homework assignments. There are also tutorials and practice problems at the Aplia website and in the book.
- 3) Do not fall behind. This class is cumulative!
- 4) **SPEAK UP, BE ENGAGED AND PROACTIVE!**
  - Please give me feedback if I go too fast, slow, speak too softly or loudly.
  - If you take issue with something I say or have a question, speak up. A discussion is ALWAYS more interesting than a monologue.
- 5) Read along in the textbook.
- 6) Come to office hours. This time is reserved for you and your questions.

### **Academic Honesty:**

Academic honesty is expected as this class will be conducted in strict observance of the **ACADEMIC HONESTY POLICY & PROCEDURES** described in the University Policy Manual. Please review the manual carefully and adhere to these rules. While I encourage you to work together on problem sets and study in groups, work submitted for a grade must be that of the individual student. You will receive **a failing grade** for the entire class if any cheating or plagiarism occurs. I will also **report students** suspected of cheating to **Judicial Affairs**.

## **III. DEFINITIONS OF ACADEMIC DISHONESTY**

**A. Cheating.** At CSUS, cheating is the act of obtaining or attempting to obtain credit for academic work through the use of any dishonest, deceptive, or fraudulent means. Cheating at CSUS includes but is not limited to:

1. Copying, in part or in whole, from another's test or other evaluation instrument;
2. Using crib notes, "cheat sheets," or any other device, including electronic devices, in aid of writing the exam not permitted by the instructor;
3. Submitting work previously graded in another course unless doing so has been approved by the course instructor or by department policy.

---

<sup>1</sup> Romer, D. 1993. Do students go to class? Should they? *Journal of Economic Perspective*, 7: 167-74.

4. Submitting work simultaneously presented in more than one course, unless doing so has been approved by the respective course instructors or by the department policies of the respective departments.
5. Altering or interfering with grading or grading instructions;
6. Sitting for an examination by a surrogate, or as a surrogate;
7. Any other act committed by a student in the course of his or her academic work that defrauds or misrepresents, including aiding or abetting in any of the actions defined above.

**B. Plagiarism:** Plagiarism is a form of cheating. At CSUS plagiarism is the use of distinctive ideas or works belonging to another person without providing adequate acknowledgement of that person's contribution. Regardless of the means of appropriation, incorporation of another's work into one's own requires adequate identification and acknowledgement. Plagiarism is doubly unethical because it deprives the author of rightful credit and gives credit to someone who has not earned it. Acknowledgement is not necessary when the material used is common knowledge. Plagiarism at CSUS includes but is not limited to:

1. The act of incorporating into one's own work the ideas, words, sentences, paragraphs, or parts thereof, or the specific substance of another's work without giving appropriate credit thereby representing the product as entirely one's own. Examples include not only word-for-word copying, but also the "mosaic" (i.e., interspersing a few of one's own words while, in essence, copying another's work), the paraphrase (i.e., rewriting another's work while still using the other's fundamental idea or theory); fabrication (i.e., inventing or counterfeiting sources), ghost-writing (i.e., submitting another's work as one's own) and failure to include quotation marks on material that is otherwise acknowledged; and
2. Representing as one's own another's artistic or scholarly works such as musical compositions, computer programs, photographs, paintings, drawing, sculptures, or similar works.

**Source:** ACADEMIC HONESTY POLICY & PROCEDURES (available at <http://www.csus.edu/umannual/student/UMA00150.htm>)

**Courtesy:**

As a courtesy to me and your fellow students, please be on time for class. If you arrive late, please come in quietly and settle quickly. Please turn off all cell phones and pagers. Please turn off your laptops as the use of laptops is not necessary during lecture. If you need to use your laptop during class, please let me know.

**Disabilities:**

If you have a learning disability or a physical disability that requires accommodation, please let

me know as soon as possible. All needs that have been verified through the Services to Students with Disabilities (Lassen Hall) will be accommodated.

### GE Area: D1A:

This course meets the GE writing requirement through brief written response questions on assignments and/or on exams. You will find that economics develops your analytical skills and the resulting analyses may involve graphical solutions, mathematical solutions, written responses, or some combination of the above. Success in this course requires that you work on all of these skills.

### Tentative schedule:

Week	Subject	Readings (Cowen & Tabarrok)
Week1 (Tu 8/30, Th 9/1)	Introduction to economics	Chapter 1
Week2 (Tu 9/1, Th 9/8)	Demand and supply	Chapter 2
Week3 (Tu 9/13, Th 9/15)	Market equilibrium: Determinants of price	Chapter 3
Week4 (Tu 9/20, Th 9/22)	Elasticity and its applications,	Chapter 4
Week5 (Tu 9/27, Th 9/30)	Consumer choice: Individual and market demand, <i>Review midterm 1</i>	Chapter 6 (Stone)
Week6 (Tu 10/4, Th 10/6) <b>Midterm1: Tu 10/4, no class Th 10/6*</b>		
Week7 (Tu 10/11, Th 10/13)	The price system: Price ceilings and floors, taxes and subsidies	Chapter 5-7
Week8 (Tu 10/18 Th 10/20)	Externalities	Chapter 9
Week9 (Tu 10/25, Th 10/27) <b>Food day: 10/24</b>	Producer choice: Firm and market supply	Chapter 10
Week10 (Tu 11/1, Th 11/3)	Market structure: Profits under competition and monopoly	Chapter 10-11
Week11 (Tu 11/8, Th 11/10) <b>Midterm2: Th 11/10</b>	<i>Review midterm 2</i>	
Week12 (Tu 11/15, Th 11/17)	Market structure: Monopoly and market power.	Chapter 11-13
Week13 (Tu 11/22, Th 11/24) Thanksgiving, no class Thursday	Game theory: Strategic decision making	Chapter 13
Week14 (Tu 11/29, Th 12/1)	Labor markets and incentive structures	Chapter 14-15
Week15 (Tu 12/6, Th 12/8)	Public goods, <i>Review final</i>	Chapter 17
<b>Final exam: Dec 15<sup>th</sup>, 12.45-2.45pm</b>	The final is comprehensive	

\*You are required to attend the campus events for Food day on 10/24 instead.

**I hope you will enjoy this class and I wish you a great, successful semester!**

## How to access your Aplia course

---

Econ 1B - Microeconomics (Cowen) - Fall 2011

**Instructor:** Kristin Kiesel

**Start Date:** 08/29/2011

**Course Key:** L3DC-Z2PC-MM9D

### Registration

1. Connect to <http://www.aplia.com/>
2. **If you already have an account, sign in.** Go to your My Courses page, and click the *Enroll in a New Course* button.  
**If you don't have an account,** click the *Create a New Account* button, and choose *Student Account*.
3. Enter your Course Key when prompted: **L3DC-Z2PC-MM9D**. Continue to follow the on-screen instructions to access your course.

### Payment

**Online:** Purchase access to your course (including the digital textbook) from the Aplia website for US\$90.00.

If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/18/2011.

## CPS<sub>RF</sub> enrollment and using instructions

You will need:

- ✦ Class Key (**M68446N515**)
- ✦ Connection to the Internet
- ✦ Method of Payment (Credit card or personal check)

### Enrolling through CPSOnline

If you enroll through CPSOnline, you will first need to setup a CPSOnline account.

#### Create an Account

1. Go to [www.einstruction.com](http://www.einstruction.com).
2. Click on Support and select CPS Online Login
3. Click on the **Students** link at the top left of the window.
4. Select your school or university from the drop-down menu.
5. Click **Choose Site**.
6. Enter your serial number in the space provided. You can find your serial number on your LCD screen when you turn on your pad: if your pad does not have an LCD screen, your serial number is on the back of the pad, under the battery cover.
7. Click **Create Your Account**.
8. Create a CPSOnline Username and Password and fill in your contact information. Click **Submit** to create your account.



You've now created a CPSOnline account. You can use your CPSOnline username and password to login anytime to CPSOnline. Now you can enroll your pad in your class.

#### Enroll in a Class

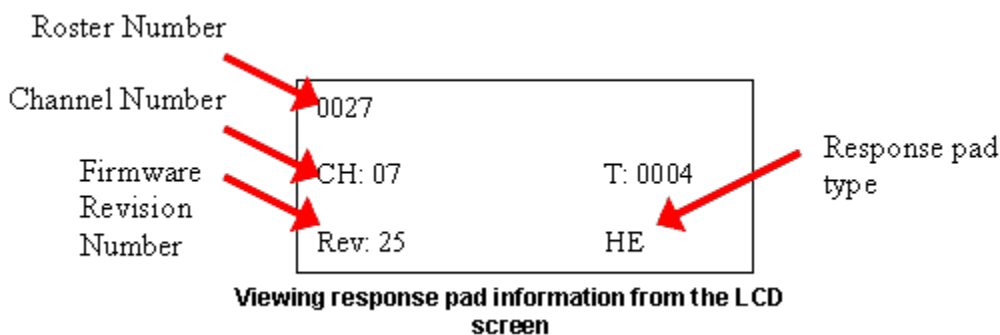
1. Click **Yes** to enroll immediately in your class.
2. Enter your **Class Key** in the space provided. If you have a Code, enter it in the **Code** box. Note that a Code is not required.
3. Click **Submit** and choose your payment options. Click **Continue**.
4. Fill in your billing information and click **Continue**.
5. To join an additional CPSOnline class, click the **Enroll in a class** button from the main menu.
6. Once you have finished enrolling in all of your classes, click **Log Out**. So that CPSOnline properly records your information, log out of CPSOnline.

**NOTE:** If you enroll in more than one class using CPS, your response pad may have a different assigned number for each class. Note your assigned response pad number after you enroll for each class, and use the reminder emails from eInstruction to keep track of your information.

### Using CPS<sub>RF</sub> in your class

The eInstruction response pad is easy to use with CPS. Use the information below to learn how to use the buttons on the pad. If you have any questions, log onto [www.einstruction.com](http://www.einstruction.com) and use the **Customer Support** menu option. Type in your name and enter the live chat room for immediate help. You can also reach Technical Support at 888.333.7532.

- ✦ **Power** – turn the response pad on or off by pressing the **PWR/JOIN** button.
- ✦ **Join** – the response pads automatically search for a class roster to join whenever you turn on the pad.
  - **Initiate Join** – to have the response pad begin searching for a class roster to join, turn on the response pad and press the **PWR/JOIN** button.
  - **Manually Join** – to manually join a class, turn on the response pad and press the **PWR/JOIN** button twice. *Join:* appears on the LCD screen. Type in the channel number for the class roster you would like to join, and press **Send**.
- ✦ **Use Negative Numbers** – make a numeric response positive or negative by pressing the +/- button.
- ✦ **Enter Equations** – create equations by entering symbols into your response with the **Sym** button. You can include the following symbols: X, Y, =, ( ), . (decimal), + (plus operator), - (minus operator), / (division operator), \* (multiplication operator), (space)
- ✦ **View Response Pad Information** – to view the response pad channel, roster number, and firmware version, turn the pad on and press the < button.



- ✦ **View Serial Number** – to view the serial number for your response pad, simply press the **PWR/Join** button to turn on the response pad. The serial number displays in the LCD screen as your response pad searches for a class roster to join. Your serial number will begin with “r1...”.
- ✦ **Adjust LCD Screen Contrast** – to adjust the LCD screen contrast, press the > button. Use the **A1** button to decrease the contrast and the **C3** button to increase contrast.