

# IBEC 202 Principles of Microeconomics

The College of Business Administration  
Ohio Northern University  
Fall 2007

Dr. Zhen Liu  
Visiting Assistant Professor of Economics

Email: z-liu@onu.edu  
Phone: 2753  
Office: DICKE 129

## LECTURE SCHEDULE:

Section	Date and time	Room	Final Exam Date & Time
01	MTRF 9:00-9:50 AM	DICKE 230	Tu., Nov. 13, 8:00-10:00 a.m.
02	MTRF 10:00-10:50 AM	DICKE 230	Th., Nov. 15, 8:00-10:00 a.m.
03	MWRF 2:00-2:50 PM	DICKE 230	Mo., Nov. 12, 4:00-6:00 p.m.

**OFFICE HOURS:** M-F, 1:00-2:00 PM, by appointment, or just stop by if my door is open.

**COLLEGE MISSION STATEMENT:** The College of Business Administration prepares students to become business and community leaders in a changing world. The College emphasizes active learning, global awareness, entrepreneurial spirit, technological proficiency and applied research within an intimate, collaborative environment.

**CATALOG DESCRIPTION:** Economics of the individual firm in the free market economy; competitive and monopolistic markets. How prices ration goods and services to users, and the principles on which the total product is divided among the owners of the factors of production. Actual cases from businesses.

**COURSE PREREQUISITES:** None.

**TEXT:** *Microeconomics* by Paul Krugman & Robin Wells, 2005, ISBN-10: 0716752298.

**WHAT TO LEARN:** The No.1 task of economics is to evaluate and improve the efficiency given technology and limited resources. Microeconomics approaches this issue by studying how people, as consumers or firms, make decisions. You will learn a set of principles on people make decisions and how they interact. Focusing on market economies where prices are extremely important, you will then learn how to analyze basic but important economic problems, evaluate the impact of the change of settings on the outcome, such as government intervention or technological change. The course outline is listed in the end of the syllabus.

**GRADING:** There will be two cumulative midterms and a cumulative final, plus three quizzes and two problem sets.

Midterm 1	15%	Covers Chap 1-4, closed book
Midterm 2	20%	Covers Chap 1-10, closed book
3 Quizzes	15%	in class, open book
2 Problem sets	15%	Done in Groups
Final	30%	Comprehensive, closed book
Participation and others	5%	

**Note:**

1. **Late hand-ins** are not acceptable.
2. I will give you a detailed schedule on the timing of exams, quizzes and problem sets.
3. **Make-up exams** will be allowed only in extenuating circumstances. Every effort should be made to take the test as scheduled. All make-ups must have my approval **before** the exam. If you do receive permission, your final will be re-weighted appropriately.
4. If your final grade is higher than the lowest midterm, I will substitute the latter by the former. But not the reverse.
5. Please understand that I may have to make changes upon the plan.

**Tentative Grading Scale:**

A = 90-100  
B = 80-89  
C = 70-79  
D = 60-69  
F = 59 and below

**ACADEMIC HONESTY:** Academic policies as stated in the student code will be strictly enforced. (See Appendix C, Code of Student Academic Conduct, of the Student Handbook.)

**DISABILITIES:** Students requiring particular accommodations because of physical and/or learning disabilities should contact their Dean's office prior to the end of the first week of classes. That Dean's office is then required to make contact with your instructor. If you have any questions, please feel free to speak with me.

**COURSE OUTLINE:**

Part 1: Introduction to Microeconomics

Chapter 0: A Taste of Economics

Chapter 1: First Principles of Microeconomics

Chapter 2: Economic Models: Trade-offs and Trade

Part 2: Supply, Demand, Equilibrium

Chapter 3: Supply and Demand

Chapter 4: The Market Strikes Back

Chapter 5: Elasticity

Part 3: Individuals and Markets

Chapter 6: Consumer and Producer Surplus

Chapter 7: Making Decisions

Part 4: The Producer and the Consumer

Chapter 8: Behind the Supply Curve: Inputs and Costs

Chapter 9: Perfect Competition and the Supply Curve

Chapter 10: The Rational Consumer

Chapter 13: Efficiency and Equity

Part 5: Market Structure: Beyond Perfect Competition

Chapter 14: Monopoly

Chapter 15: Oligopoly