IBEC 202 Principles of Microeconomics

The College of Business Administration
Ohio Northern University
Fall 2007

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Office: DICKE 129

LECTURE SCHEDULE:

<table>
<thead>
<tr>
<th>Section</th>
<th>Date and time</th>
<th>Room</th>
<th>Final Exam Date &amp; Time</th>
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<tbody>
<tr>
<td>01</td>
<td>MTRF 9:00-9:50 AM</td>
<td>DICKE 230</td>
<td>Tu., Nov. 13, 8:00-10:00 a.m.</td>
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<td>02</td>
<td>MTRF 10:00-10:50 AM</td>
<td>DICKE 230</td>
<td>Th., Nov. 15, 8:00-10:00 a.m.</td>
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<td>03</td>
<td>MWRF 2:00-2:50 PM</td>
<td>DICKE 230</td>
<td>Mo., Nov. 12, 4:00-6:00 p.m.</td>
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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.


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.

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