

**San José State University**  
**College of Social Sciences/Economics Department**  
**Econ 1B Section 01 and Section 02**  
**Intro to Microeconomics Spring 2018**

**Course and Contact Information**

**Instructor:** Dr. Lydia Ortega  
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Please write Econ 1B Section 01 or Section 02 on the subject line when communicating by email.

I check email regularly on Monday and Wednesday between 12:00 and 1:30. At other times please allow 1 business day for a response. I do not regularly check email on evenings or weekends.

**Office Hours:** Wednesday 4:30-5:30 pm and by appointment  
Mondays by appointment available to schedule 12 to 1:30 pm, and 3:00 to 4:00 pm. Also email chat, in person, or skype

You are encouraged to see me during office hours to discuss the class your career goals, ideas, or general advising. Please discuss any concerns about the class as soon as possible and **before the date of a quiz, exam, etc.**

**Class Days/Time** 1B **MORNING** MW 1030-1145 (Section 01)  
**LaunchPad Lab Links:** – links distributed in in class  
1B **AFTERNOON** MW 1330-1445 (Section 02)  
– links distributed in in class

**Classroom:** DMH 160 Section 01 and 02

**Prerequisites:** NONE

**GE/SJSU Studies Category:** D1

**Course Description**

**SJSU Course Catalog Description:** “Allocation of resources and distribution of income as affected by the workings of the price system and by government policies.”

**Specific Course Description:** Economics is a social science that uses a formal and mathematical approach to study human behavior. This class will serve as an introduction to Microeconomic theory by analyzing CHOICE. Individuals make choices under conditions of limited time, competition for resources, and different institutional rules (markets, family, government, firms). We emphasize how resources are allocated within markets and contrast this with non-market resource allocations (e.g. tradition, government). The course is also designed to work with you to reach *your* goals to acquire marketable human capital skills – specifically improved Communication, Calculation and Critical Thinking skills.

The textbook, online problems, articles, lectures, and problem sets will be the main source of information. The readings and lectures will sometimes coincide; however, there will also be unique information from each source (i.e., required readings and lectures) for which you will be responsible. It is expected that you will have completed assigned readings **before** each class meeting.

This is a four-unit course. As such, you should expect a greater amount of work in and out of class than you would find in a typical 3-unit class.

This class is run in a blended class format. For the first four class periods we meet in class. Starting on February 07, Wednesdays are flipped – on Wednesdays you work on assigned labs focusing on practice learning the concepts. On Mondays we meet in class to check your understanding and to develop the skill of applying economic concepts. Mondays include some lecture, a lot of group problem solving, and a lot of discussion.

## Learning Outcomes and Course Goals

### GE Learning Outcomes (GELO)

As a GE course we emphasize oral and written communication skills through written assignments on markets and through team presentations. Upon successful completion of this course, students will be able to: *Explain the pro and cons of market allocation of resources from an income equality and efficiency perspective. Graph and explain the role of prices that are generated by individual choice.*

### Course Learning Outcomes (CLO)

*CLOs will be assessed through quizzes, exams, and the writing assignment.*

Course Content and Scope	Course Objectives
Complex Problem Solving and Economics, Intro to Economics	Be comfortable giving reasoned responses to complex problems, (Complex question have no single answer to memorize).
Scarcity, Property Rights, Exchange, Specialization, Prices	Explain the characteristics/rules of the game in markets. Explain how these rules influence individual choice. Contrast market characteristics/rules with government rules and choices.

Basics of Supply and Demand Law of demand, Law of supply, shift in demand, shift in supply Equilibrium	Explain the difference between the law of demand and the law of supply. Estimate the quantity demanded or quantity supplied as a result of the change in price when “all other things remain constant”. Categorize the primary reasons a shift in demand or supply may occur. Explain ‘equilibrium’ to a layman.
Elasticity, Income elasticity, Price Elasticity, Cross price elasticity of Demand.	Explain how the price elasticity of demand can help firms or governmental agencies determine how to increase revenue. Explain the characteristics make goods more or less elastic.
Consumer Choice and Producer Choice. Consumer and Producer Surplus. Diminishing Marginal Utility/Product. Information, Risk and Greed.	Explain the role of tacit knowledge, opportunity costs, incentives, and failure in producing efficient market allocations of scarce resources. Contrast market ability to produce efficient and/or equitable allocations with Government ability to produce efficient and/or equitable allocations
Production and Costs, Diminishing Marginal returns. Use to determine firm’s choice of output in a perfectly competitive market.	Calculate the price and quantity a firm should produce to maximize profits. Explain how a change in costs or demand changes a perfect-competitive firm’s choices in the short-run. Explain why a firm will shut down or go out of business.
Relate Decision making by a firm in perfect competition to a firm in a monopoly position.	Illustrate the advantages and disadvantages between monopolies and perfect competition. Explain what happens to consumer and producer surplus under monopoly.
Public Goods and Political Economy	Explain the ability of government agencies to resolve market failures. Explain the Concentrated Benefits/Dispersed Costs model of political choice.
Case Study Questions, e.g. Income Inequality	Demonstrate the ability to pull together ALL the techniques to examine some real-world issues.

### Program Learning Outcomes (PLO)

Upon successful completion of the Economics Major the following are expected:

*PLO1: Microeconomics:* Students should be able to define, describe and illustrate microeconomic concepts, using verbal, written, graphical and mathematical expression, in three microeconomic “hallmark” areas: *Incentives* (the law of demand, law of supply, rational decision making on the margin), *Opportunity Costs* (sunk costs, production possibilities, gains from interpersonal & international trade, comparative advantage) and *Supply and Demand* (movement versus shift, welfare analysis, understanding the S&D model as a representation of individual choices in exchange,) and also be able to examine, assess and criticize policies, projects and other current events, using core microeconomic theory, through the Intermediate level.

*Assessment:* Analysis of student answers to multiple choice and essay problems.

*PLO2:* Students will be able to describe and explain conclusions, recommendations, and implications from theory and methods of micro and macro theory, and specialist areas of economics, using written, spoken and other forms of communication.

*Assessment:* Economics communication will be evidenced by successful term papers, research presentations, debate performances, and other communication outlets.

## Required Texts/Readings

**Textbook – Please read carefully, you have OPTIONS!**

- LaunchPad for Cowen and Tabarrok (2015). Modern Principles: Microeconomics. (3<sup>rd</sup> edition). MacMillian Learning.

LaunchPad is an online lab. LaunchPad *includes* an e-book. It is all you need for this course. Website price is \$93.99. You can also purchase an access code from the bookstore. If you are **not** comfortable using e-books then you can purchase a hardcopy of the textbook, a used textbook, or a Loose Leaf book.

Review the first module on Canvas for instructions (even a video!) on how to:

- (1) enter your access code,
- (2) buy online, or
- (3) get a 21 day free trial.

## Other Readings

- Short articles for discussion will be available online for you to access when assigned.

## Other Material Requirements

- You will need one **882E SCANTRON form for the final exam**. **Only a standard #2 pencil can be used on these forms** (because there may not be a working pencil sharpener in the classroom, please bring additional sharpened pencils). Please note: Scantron forms that are in poor condition may result in errors in scoring; therefore, do not fold, bend, or tear scantron forms and keep them free of stains and stray marks.

**Your course grade is determined by performance in four areas.**

### **1. Writing Assignments: 25 % of your Final Course Grade**

You are evaluated on contributions to team writing assignments, on editing peers work and on the final production of a professional report that demonstrates problem-solving skills, clearly applies economic concepts and tools and clearly states and support a position. There will be three peer-reviewed writing assignments. Exchange papers with your group. We will discuss edit criterion in detail in class.

## **2. Team Assignments: 25 % of your Final Course Grade**

2A. Team Presentation – Students will be given specific chapter questions to prepare and present to the class. This occurs throughout the semester. Individual team members are also randomly selected to present on a topic that they “know now (OWN) that they didn’t know before” to instructor in team discussion.

2B. Team Weekly Notes and Discussion --\_The class aims to develop your critical thinking/problem solving skills. Teamwork is a key element for achieving this goal. You will receive a rubric and instruction sheet to record ideas, questions, arguments etc. These papers are collected after each Monday class. **Your participation is required to receive the team points.** Extra credit is available to all group members for *exceptional* questioning, thinking, discussion, and application of concepts. This is evaluated by reviewing your weekly group notes. Your weekly preparation for teamwork must be typed and submitted the day it is due. No late assignments and no submission by proxy.

## **3. LaunchPad Lab Assignments: 25 % of your Final Course Grade**

You must read all sections of each of the 14 chapters assigned. Your homework assignments and quizzes are based on each section of the chapters. You will receive a detailed instructions and training in class on doing the LaunchPad assignments and on how they determine your points. Basically there are two types of assignments those that give you a certain number of points upon completion - Full Credit upon completion and those where you earn points for questions answered correctly.

## **4. FINAL EXAM: 25 % of your Final Course Grade**

This is an in-class exam. Material for the final exam will come from each weeks end of chapter of exam. You need to prepare for this exam and take it seriously – it has a significant impact on your grade.

### **Extra Credit Opportunities:**

If you attend a Provocative Lecture (PL), you can earn extra credit points. I will put a multiple-choice question about the PL on the weekly quiz that immediately follows the lecture. The question is worth 2 points. If you get the question correct **AND** if you attended the PL (you signed-in) then you get the points. If you didn’t sign in or you answer incorrectly, then no points.

## Grading Policy

Grades are determined by the following percentage scale:

<u>Below</u>	<u>To:</u>	<u>Grade</u>	<u>Below</u>	<u>To:</u>	<u>Grade</u>	<u>Below</u>	<u>To:</u>	<u>Grade</u>
100.0	97.0	A+	97.0	93.0	A	93.0	90.0	A-
90.0	87.0	B+	87.0	83.0	B	83.0	80.0	B-
80.0	77.0	C+	77.0	73.0	C	73.0	70.0	C-
70.0	67.0	D+	67.0	63.0	D	63.0	60.0	D-

**Make-up Policy:** No late work is accepted. Several of the assignments already have built in flexibility to account for unpredictable events. Missed or Late assignments receive zero points. An assignment is late if it is not submitted in class or online at the required time. No excuses accepted for technical problems.

## Classroom Protocol

**Class Attendance:** You are responsible for all class content and your participation in class, particularly in your groups, is required. Class time is used to consider interesting applications of the concepts you read about during the preceding week. I will add to the textbook, NOT repeat what you have so diligently covered. This is also time for you to work on problems and to address questions about the material. You are responsible for required material from the textbook even if that material is not discussed in class. You are responsible for all information and announcements made in class whether you are present or not. *When you are absent, you will need to make arrangements with a classmate regarding notes for missed lectures; I encourage you to exchange contact information with your group.*

**Recording of Class:** University Policy S12-7, <http://www.sjsu.edu/senate/docs/S12-7.pdf> requires students to obtain instructor's permission to record course material.

In accordance with University policy, note that "common courtesy and professional behavior dictates that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material." You may not publicly share or upload any instructor generated material for this course such as lecture notes, test questions discussed in class, etc. without instructor consent." *If you plan to record during class, please let me know in advance.*

**Class rules:** Be on time. Be prepared to work. Bring goodies for your group. Cell phones off and put away. Laptops are okay to work on group **activities.**

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

## SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10<sup>th</sup> and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit [Peer Connections website](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information

## SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>.

## SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7<sup>th</sup> Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

## Econ 1B Spring 2013 Course Schedule

Although I anticipate following the schedule as provided below, the planned course schedule may need to be changed with fair notice. *It is your responsibility to be aware of where we are in the readings, class lectures, and announcements.*

	Date	Topics, Readings	Work Due
1	1/24	Course Introduction and Expectations -- Human Capital, Selective Perception and Studying for long term Mastery vs. Short-term memorization. Student expectations  Course Logistics – Groups, Flipped, Lab = Launchpad, Canvas for tests and written assignments.	Launch Pad (LP) Math Review – 20 points  Math/Graphing Review: Slope of Linear Curve Interpreting Graphs/Relationships Correlations vs. Causation Marginal Analysis
2	1/29 & 1/31	Big Ideas in Economics – Ch 1  Monday: Form Groups of 5 to 6, Complex Problem Solving (ppt)  Wednesday: Groups Practice Problem Solving, Lecture	Read Chapter 1 – LP.  Read <i>all</i> of the Chapter.
3	2/05 2/07 <b>Start Flip</b>	Power of Trade – Ch 2. Watch assigned videos	Read Chapter 2 – LP assignments.
4	2/12 & 2/14	Supply and Demand – Ch. 3  Video Assignments are critical for class discussion. Group Notes Start	11 <sup>th</sup> Flip Day Chapter 3 Assignments due by 11:59 pm on 12 <sup>th</sup>  13 <sup>th</sup> Lecture and Group discussions/work
5	2/19 & 2/21	Equilibrium: How Supply and Demand Determine Price – Ch. 4	18 <sup>th</sup> Flip Day Chapter 4 Assignments due by 11:59 pm on 19 <sup>th</sup>  20 <sup>th</sup> Lecture and Group discussions/work
6	2/26 & 2/28	Elasticity – Ch. 5	25 <sup>th</sup> Flip Day Chapter 5 Assignments due by 11:59 pm on the 26 <sup>th</sup>  27 <sup>th</sup> Lecture and Group discussions/work
7	3/5 & 3/7	Taxes and Subsidies – Ch. 6	2 <sup>nd</sup> Flip Day Chapter 6 Assignments due by 11:59 pm on the 3 <sup>rd</sup>  4 <sup>th</sup> Lecture and Group discussions/work



	<b>Date</b>	<b>Topics, Readings</b>	<b>Work Due</b>
8	3/12 & 3/14	The Price System – Ch. 7	Flip Day Chapter 7 Lecture and Group discussions/work
9	03/19 & 03/21	Price Ceilings and floors – Ch. 8	Flip Day Chapter 8 Assignments Lecture and Group discussions/work
		<b>SPRING BREAK</b>	
10	03/02 & 03/4	Costs and Profit Maximization under Competition – Ch. 11	Flip Day Chapter 11 Lecture and Group discussions/work
11	03/09 & 03/11	Competition & Invisible Hand – Ch. 12	Flip Day Chapter 12
12	03/16 & 03/18	Monopoly – Ch. 13	Flip Day Chapter 13 Lecture and Group discussions/work
13	03/23 & 03/25	Price discrimination – Ch. 14	Lecture and Group discussions/work
14	03/30 & 05/02	Public Goods – Ch. 19	Flip Day Chapter 19 Lecture and Group discussions/work
15	05/07 & 05/09	Political Economy – Ch. 20	Flip Day Chapter 20 Lecture and Group discussions/work
16	05/14	<b>REVIEW FOR FINAL</b> <i>Final Paper due in class</i>	
	Final Exams	<u>Section 01</u> MW 10:30 to 11:45 <b>Exam - MAY 21 0945-1200</b> <u>Section 02</u> MW 01:30 to 2:45 <b>Exam - MAY 22 1215-1430</b>	Note: You must take the Final Exam with your class section. Final Exam dates and times are determined by the University.