San José State University  
College of Social Sciences/Economics Department  
Econ 1B Section 03 and Section 65  
Intro to Microeconomics  

Fall 2017  

Course and Contact Information  
Instructor: Dr. Lydia Ortega  
Office Location: DMH 131  
Telephone: (408) 924-5405  
Email: Lydia.Ortega@sjsu.edu  

Please write Econ 1B Section 03 or Section 65 on the subject line when communicating by email.  

I check email regularly on Monday between 11:00 and 2:00. At other times please allow 1 business day for a response. I do not regularly check email on evenings or weekends.  

Office Hours: Wednesday 3:00-4:00 pm and by appointment  
Mondays by appointment 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 03)  
http://www.macmillanhighered.com/launchpad/cowentabarokmicro3e/6168545  
1B AFTERNOON MW 1330-1445 (Section 65)  
http://www.macmillanhighered.com/launchpad/cowentabarokmicro3e/6168571  

Classroom: DMH 348 Section 03  
DMH 166 Section 65  

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 September 11, Mondays are flipped – on Mondays you work on assigned labs focusing on practice learning the concepts. On Wednesdays we meet in class to check your understanding and to develop the skill of applying economic concepts. Wednesdays 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.*

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


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.

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**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 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.
Course Requirements and Assignments

Evaluation and Percentage of Grade from Course Requirements:

Examinations count for 23 percent of your course grade.

- **Timed Chapter Quizzes:** 300 points

  Quizzes are released online for 30 minutes on the Monday after the chapter is covered. Each quiz consists of 25 multiple-choice questions. Each quiz is worth 25 points. I will drop the lowest score. So if there is a problem and you miss a quiz for any reason, I have already built-in flexibility. Total number of quiz points **AVAILABLE:** 325 points (= to 13 weekly quizzes times 25 points each). Total quiz points **COUNTED** towards course grade = 300 points.

- **Final Examination:** 100 points

  The Final Exam is a comprehensive compilation of questions from the weekly quizzes. There will be minor changes to the questions. Make sure you study the concept – do not memorize answers. This final exam is worth 100 points. You must take the exam at the assigned time for your course section.

Writing Assignments/Presentations/Group Work count for 32 percent of your course grade.

- **Writing Assignments:** 190 points (late assignments receive zero points)

  Three current-event writing assignments (350 words). 1. Demonstrate problem-solving skills. 2. Apply economic concepts and tools. 3. Clearly state and support a position. You will have time to discuss the topic in your group the week before the assignment is due. 20 points each to the author.

  Three peer-reviewed writing assignments. Exchange your paper with someone in your group. We will discuss edit criterion in detail in class. Generally, Paper 1 is edited for wordiness. Paper 2 is edited for active verbs. Paper 3 is edited for the strength of the argument. Rubrics will be provided. 10 points each to reviewer.

  Extra Points - For Papers 1 and 2 only, if the reviewer asserts that “not more than three corrections could be found in 350 words” and if I concur then the reviewer gets the 10 points plus 5 extra points and the author gets an extra 5 points. If the reviewer makes the claim but I can easily find corrections then the reviewer cannot earn more than 7 points (i.e. -3 point penalty) for the assignment and no extra points to author.
• One major writing assignment (750 words) due on the last day of class. This paper is an extension of the three smaller writing assignments. Grading emphasis is placed on content, arguments, application of economics. I expect that you edited your own paper to eliminate wordiness and weak verbs. 100 points to the author.

• **Group Presentation:** 50 points

Groups will work on Monday, October 23 to prepare to deliver a presentation on an assigned topic and/or problem on Wednesday, October 25. Students must actively participate in BOTH the preparation and presentation to earn points.

• **Group Weekly Notes and Discussion:** 300 points

The class aims to develop your critical thinking/problem solving skills. Group work is a key element for achieving this goal. You will receive a Group Note Book to record ideas, questions, arguments etc. These Note Books are collected after each Wednesday class. Group Weekly Notes assignment begins on Sept. 13. The 300-point total comes from 12 weekly assignments worth up to 25 points each. **Your participation is required to receive the group 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.

**LaunchPad Lab Assignments count for 45 percent of your 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.

Some assignments are graded FCC - Full Credit upon completion. For example, once you earn the targeted number of points in Learning Curve, the assignment is considered complete and you receive the points assigned (15) for that assignment. Some assignments, such as Homework or Video Activity are graded based on PE – points earned (questions answered correctly.

<table>
<thead>
<tr>
<th>Name of Assignment</th>
<th>Number Assigned</th>
<th>Points for each</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>Learning Curve – FCC</td>
<td>14</td>
<td>15</td>
<td>210</td>
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<tr>
<td>Math Review – FCC</td>
<td>4</td>
<td>5</td>
<td>20</td>
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<tr>
<td>Work it Out – FCC</td>
<td>13</td>
<td>5</td>
<td>65</td>
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<tr>
<td>Key Concepts – FCC</td>
<td>13</td>
<td>5</td>
<td>65</td>
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<tr>
<td>Video Activity – PE</td>
<td>10</td>
<td>5 to 15</td>
<td>92</td>
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<tr>
<td>Check Understanding – PE</td>
<td>13</td>
<td>3 to 10</td>
<td>90</td>
</tr>
<tr>
<td>Homework – PE</td>
<td>14</td>
<td>18</td>
<td>252</td>
</tr>
<tr>
<td>Other – FCC</td>
<td>1</td>
<td>6</td>
<td>6</td>
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</tbody>
</table>

Total Lab Points **AVAILABLE:** 800  
Total Lab Points **COUNTED** toward course grade: 775
This built-in flexibility allows for missed assignments due to illness or other unforeseen events. No other accommodations possible for missed assignments and no extensions.

**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**

**Points and Grade Scale based on 1715 points possible**

(400 Exams + 540 Writing/Discussion + 775 LaunchPad Lab)

Suppose you end the semester with 1500 points + 10 extra credit points for a total of 1510. Divide your points by 1715. This equals 88 equivalent to a B+ from the chart below.

Grades are determined by the following percentage scale:

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<thead>
<tr>
<th>Below</th>
<th>To:</th>
<th>Grade</th>
<th>Below</th>
<th>To:</th>
<th>Grade</th>
<th>Below</th>
<th>To:</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100.0</td>
<td>97.0</td>
<td>A+</td>
<td>97.0</td>
<td>93.0</td>
<td>A</td>
<td>93.0</td>
<td>90.0</td>
<td>A-</td>
</tr>
<tr>
<td>90.0</td>
<td>87.0</td>
<td>B+</td>
<td>87.0</td>
<td>83.0</td>
<td>B</td>
<td>83.0</td>
<td>80.0</td>
<td>B-</td>
</tr>
<tr>
<td>80.0</td>
<td>77.0</td>
<td>C+</td>
<td>77.0</td>
<td>73.0</td>
<td>C</td>
<td>73.0</td>
<td>70.0</td>
<td>C-</td>
</tr>
<tr>
<td>70.0</td>
<td>67.0</td>
<td>D+</td>
<td>67.0</td>
<td>63.0</td>
<td>D</td>
<td>63.0</td>
<td>60.0</td>
<td>D-</td>
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**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 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 10th 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 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 at http://www.sjsu.edu/writingcenter.

SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7th 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 at http://www.sjsu.edu/counseling.
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.*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics, Readings</th>
<th>Work Due</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>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.</td>
<td>Launch Pad (LP) Math Review – 20 points Math/Graphing Review: Slope of Linear Curve Interpreting Graphs/Relationships Correlations vs. Causation Marginal Analysis Due date is Wednesday, 11:59 pm August 30. This gives you sufficient time to get online and start Launch Pad</td>
</tr>
<tr>
<td>2</td>
<td>Big Ideas in Economics – Ch 1 Monday: Form Groups of 5 to 6, Complex Problem Solving (ppt) Wednesday: Groups Practice Problem Solving, Lecture</td>
<td>Read Chapter 1 – LP Assignments for this chapter are due on Friday, Sept 01. Read <em>all</em> of the chapter.</td>
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<td>3</td>
<td>Power of Trade – Ch 2. Watch assigned videos by Sept. 5</td>
<td>Read Chapter 2 – LP assignments for this chapter are due on Friday, Sept 08.</td>
</tr>
<tr>
<td>4</td>
<td>Supply and Demand – Ch. 3 Video Assignments are critical for class discussion. Group Notes Start</td>
<td>11th Flip Day Chapter 3 Assignments due by 11:59 pm on 12th 13th Lecture and Group discussions/work</td>
</tr>
<tr>
<td>5</td>
<td>Equilibrium: How Supply and Demand Determine Price – Ch. 4</td>
<td>18th Flip Day Chapter 4 Assignments due by 11:59 pm on 19th 20th Lecture and Group discussions/work</td>
</tr>
<tr>
<td>6</td>
<td>Elasticity – Ch. 5</td>
<td>25th Flip Day Chapter 5 Assignments due by 11:59 pm on the 26th 27th Lecture and Group discussions/work</td>
</tr>
<tr>
<td>7</td>
<td>Taxes and Subsidies – Ch. 6</td>
<td>2nd Flip Day Chapter 6 Assignments due by 11:59 pm on the 3rd 4th Lecture and Group discussions/work</td>
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<tr>
<td>Date</td>
<td>Topics, Readings</td>
<td>Work Due</td>
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<td>8</td>
<td>The Price System – Ch. 7</td>
<td>9&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 7 Assignments due by 11:59 pm on the 10&lt;sup&gt;th&lt;/sup&gt; 11&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work</td>
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<tr>
<td>9</td>
<td>Price Ceilings and floors – Ch. 8 Each Group receives presentation questions and topics.</td>
<td>16&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 8 Assignments due by 11:59 pm on the 17&lt;sup&gt;th&lt;/sup&gt; 18&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work</td>
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<tr>
<td>10</td>
<td>Monday – Groups prepare in class with Instructor.</td>
<td>Wednesday – Groups make presentations in class.</td>
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<tr>
<td>11</td>
<td>Costs and Profit Maximization under Competition – Ch. 11</td>
<td>30&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 11 Assignments due by 11:59 pm on the 31&lt;sup&gt;st&lt;/sup&gt; 1&lt;sup&gt;st&lt;/sup&gt; Lecture and Group discussions/work</td>
</tr>
<tr>
<td>12</td>
<td>Competition &amp; Invisible Hand – Ch. 12</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 12 Assignments due by 11:59 pm on the 7&lt;sup&gt;th&lt;/sup&gt; 8&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work</td>
</tr>
<tr>
<td>13</td>
<td>Monopoly – Ch. 13</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 13 Assignments due by 11:59 pm on the 14&lt;sup&gt;th&lt;/sup&gt; 15&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work</td>
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Notes: Campus Closed --Friday, Nov. 10. No Classes -- Wednesday, Nov. 22. Campus Closed --Thursday and Friday, Nov. 23 and Nov. 24.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics, Readings</th>
<th>Work Due</th>
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<tbody>
<tr>
<td>14</td>
<td>Price discrimination – Ch. 14 Monday 20&lt;sup&gt;TH&lt;/sup&gt; meet in class Tuesday 21&lt;sup&gt;ST&lt;/sup&gt; submit assignments Wednesday 22&lt;sup&gt;ND&lt;/sup&gt; no class</td>
<td>20&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work 21&lt;sup&gt;st&lt;/sup&gt; Ch. 14 Assignments due by 11:59 pm.</td>
</tr>
<tr>
<td>15</td>
<td>Public Goods – Ch. 19</td>
<td>27&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 19 Assignments due by 11:59 pm on the 28&lt;sup&gt;th&lt;/sup&gt; 29&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work</td>
</tr>
<tr>
<td>16</td>
<td>Political Economy – Ch. 20</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; Flip Day Chapter 20 Assignments due by 11:59 pm on the 5&lt;sup&gt;th&lt;/sup&gt; 6&lt;sup&gt;th&lt;/sup&gt; Lecture and Group discussions/work</td>
</tr>
<tr>
<td>17</td>
<td>MONDAY – Meet in Class on the Last Day of Class. Quiz in Class Bring Scantron for Weekly Quiz</td>
<td>REVIEW FOR FINAL Final Paper due in class</td>
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<tr>
<td>Date</td>
<td>Topics, Readings</td>
<td>Work Due</td>
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| Final Exams| **Section 03** MW 10:30 to 11:45  
Exam - Friday, Dec. 15, 0945-1200  
**Section 65** MW 01:30 to 2:45  
Exam - Monday, Dec. 18, 1215-1430 | Note: You must take the Final Exam with your class section. Final Exam dates and times are determined by the University. |