

*San José State University*  
**Department of Economics**  
**Economics 1B, *Principles of Economics: Microeconomics***  
**Sections 21, FA 09**

**Instructor:** Matt Holian

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**Office Hours:**

- Tuesday & Thursday, 10 a.m. – 12 p.m.
- Thursday, 3 p.m. - 6 p.m. (w/ prior notification)
- most other times, by appointment

**Class Days/Time:** Tuesday and Thursday, 1:30 – 2:45 p.m.

**Classroom:** DMH 160

**Prerequisites:** May be taken concurrently or prior to Econ 1A

**GE/SJSU Studies Category:** GE social science D1

**Course Fees:** MyEconLab (MEL) registration (\$40)

- Go to <http://www.myeconlab.com/students>
- Enter XL0D-R1GP-901Y-5G52 as the course ID
- Register for **no online text**

**Faculty Web Page and E-mail Issues**

Copies of the syllabus, major assignment handouts, etc. may be found on my web page <http://mattholian.com>. Students can also download the lecture notes by logging on to Blackboard. Finally, you are responsible for regularly checking the e-mail address you currently have on file with MySJSU, and you should check your spam box.

**Course Description**

Our general goal in a “principles” class is to teach you to think like an economist. This skill can take you very far in the business, government and nonprofit sectors alike. We also have specific learning objectives, which are outlined below.

## Course Goals and Student Learning Objectives

General SLO's that the Economics Department emphasizes in this class include:

- **Incentives Matter** (law of demand; law of supply; rational decision makers weight marginal costs versus marginal benefits; the power of self-interest)
- **Opportunity Cost** (sunk costs; production possibilities; the free-lunch fallacy; tradeoffs in consumption and production; gains from interpersonal and international trade; comparative advantage.)
- **Supply and Demand** ( understanding the S&D model as a representation of individual choices in exchange based on individual preferences, knowledge and circumstances; ability to examine current events using S&D tools; movement versus shift; welfare analysis.)

## Required Texts/Readings

1. Taylor, Timothy. *Principles of Microeconomics*, 2<sup>nd</sup> Edition, 2008

The textbook for this course is available as a free Internet download, however I strongly encourage students to purchase a paperback version of the text.

Go to <http://www.textbookmedia.com> and click "Register Now". Then fill in the necessary information, and click "Submit Registration". After registering, click "Booklist". Search through the list until you find Principles of Microeconomics by Timothy Taylor (it was on page 2 as of this writing) and click on the "More info" link to the right of the title. Click the Add to Cart link next to whichever product you wish to receive. The price for the paperback is the best value I've found. You can get it shipped to your house for less than \$30.

2. You are also required to purchase a subscription to MyEconLab.

Registration for MyEconLab (MEL) is **\$40**. Students are not required to purchase the eText. Go to <http://www.myeconlab.com/students>. Register for *no online text*. There are eight MEL assignments that you must complete; these are discussed fully in the handout that is available in Appendix I to this syllabus. They are based around the *Essentials of Economics* textbook by Bade and Parker. Even if you select no online text, you can actually access the Bade and Parker eText through one of the MEL learning tools—selecting the eText icon while working on a test problem will take you to the precise section of the book that deals with the material in the question. This is a very nice feature. MEL also has other excellent learning tools, such as the guided solution tool. While you will hopefully find these features helpful, please remember that the lectures will follow the Taylor textbook mentioned above.

## Assignments and Grading Policy

There will be two midterms and a final, homework and a term paper. Attendance per se shall not be used as a criterion for grading according to Academic Policy F-69-24. )

<u>Assignment</u>	<u>Points</u>	<u>Due Dates</u>
Midterm I or Midterm II*	40 points	9/29 & 11/3
Final	20 points	12/15
MyEconLab	20 points	9/24 & 10/29
Term Paper	20 points	12/8

\*I will use whichever score is higher in calculating your final grade

If there are any students who disrupt the class, then I reserve the right to add an additional category to the grade scale called participation, and to give all the other students up to ten participation points. I will add the points you earn on these assignments, and use the standard grading scale to determine your final score: 100-98 A+, 98-92 A, 92-90 A-, 90-88 B+, 88-82 B, 82-80 B, 80-78 C+, 78-72 C, 72-70 C-, 70-68 D+, 68-62 D, 62-60 D, less than 60 F

## University Policies

### Dropping and Adding

Students should be aware of the current deadlines and penalties for adding and dropping classes.

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc.

<http://info.sjsu.edu/web-dbggen/narr/soc-fall/rec-324.html> . <http://www.sjsu.edu/sac/advising/latedrops/policy/>

### Academic integrity

Students should know that the University's Academic Integrity Policy:

[http://www.sa.sjsu.edu/download/judicial\\_affairs/Academic\\_Integrity\\_Policy\\_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf). Your enrollment at San Jose State University requires you to be honest in all your academic course work. Faculty members are required to report all infractions [http://www.sa.sjsu.edu/judicial\\_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University.

### Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

### Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. [The LARC website is located at http://www.sjsu.edu/larc/](http://www.sjsu.edu/larc/).

### Peer Mentor Center

The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentor Center website is located at <http://www.sjsu.edu/muse/peermentor/> .

### The Writing Center

The Writing Center is a valuable resource that you can use for help with your term paper. [www.sjsu.edu/writingcenter](http://www.sjsu.edu/writingcenter)

## Econ 1B / Principles of Microeconomics, Fall 2009, Course Schedule

*The schedule is subject to change. I will announce any changes in class, and post an updated schedule on the course web page .*

**\*\*\*Important: Do the readings in advance of coming to lecture.\*\*\***

Week	Date	Topics, Readings, Assignments, Deadlines
1	8-25-09	<i>Introduction to course &amp; term paper discussion</i> <ul style="list-style-type: none"> <li>■ Video: Drew Carey on Charter Schools</li> </ul>
1	8-27-09	<i>The Interconnected Economy</i> Taylor, Chapter 1 & pp. 30-32
2	9-1-09	<i>Choice in a World of Scarcity</i> Taylor, Chapter 2
2	9-3-09	<i>International Trade I</i> Taylor, Chapter 3
3	9-8-09	<i>International Trade II</i> Taylor, Chapter 3
3	9-10-09	<i>Supply and Demand I</i> Taylor, Chapter 4 <ul style="list-style-type: none"> <li>■ Video: Drew Carey on Medical Marijuana</li> </ul>
4	9-15-09	<i>Price Controls, Efficiency &amp; Taxes</i> Taylor, Chapters 4 & 14 <ul style="list-style-type: none"> <li>■ Video: Drew Carey on Organ Markets</li> </ul>
4	9-17-09	<i>Labor and Financial Capital Markets</i> Taylor, Chapter 5
5	9-22-09	<i>Globalization and Protectionism</i> Taylor, Chapter 6 Mandatory Faculty Furlough Day – No Class (reading is optional)
5	9-24-09	<i>Review</i> *** MyEconLab assignments due before class!!! ***
6	9-29-09	<i>Midterm 1</i>
6	10-1-09	<i>Elasticity</i> Taylor, Chapter 7 <ul style="list-style-type: none"> <li>■ Video: Drew Carey on Gridlock</li> </ul>
7	10-3-09	<i>Household Decision Making</i> Taylor, Chapter 8
7	10-8-09	<i>Cost and Industry Structure</i> Taylor, Chapter 9
8	10-10-09	<i>Perfect Competition I</i> Taylor, Chapter 10
8	10-15-09	<i>Perfect Competition II</i> Taylor, Chapter 10
10	10-17-09	<i>Entrepreneurship</i> Reading to be assigned in class on 10/10 <ul style="list-style-type: none"> <li>■ Video: Drew Carey on the Middle Class</li> </ul>

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
10	10-22-09	<i>Monopoly I Taylor, Chapter 11</i>
11	10-24-09	<i>Monopoly II Taylor, Chapter 11</i>
11	10-29-09	<i>Review *** MyEconLab assignments due before class!!! ***</i>
12	11-3-09	<i>Midterm II</i>
12	11-5-09	<i>Review of Midterm II</i>
13	11-10-09	<i>Antitrust Policy Taylor, Chapter 13</i>
13	11-12-09	<i>Environmental Protection and Externalities Taylor, Chapter 14</i>
14	11-17-09	<i>Technology and Public Goods Taylor, Chapter 15</i> ■ Video: Drew Carey on Mexicans and the Machines
14	11-19-09	<i>Issues in Labor Markets Taylor, Chapter 17</i> ■ Video: Drew Carey on Immigration
15	11-24-09	<i>Information, Risk and Insurance Taylor, Chapter 18</i>
15	12-1-09	<i>Financial Markets Taylor, Chapter 19</i>
16	12-3-09	<i>Public Choice Taylor, Chapter 20</i>
16	12-8-09	<i>Review *** Term Paper due at the beginning of class!!! ***</i>
Final Exam		<i>Final exam Tuesday, December 15, 12:15p.m. – 2:30 p.m.</i>

Taylor refers to Timothy Taylor, *Microeconomics*, 2008 (2<sup>nd</sup> edition).



## Appendix I: Registering for MyEconLab

### How to Register and Enroll in Your MyEconLab Course

**Welcome to MyEconLab! Your instructor has set up a MyEconLab course for you.**

**Course Name:** Econ 1B / Econ 2B (Fall 2009, Prof. Holian)

**Course ID:** XL0D-R1GP-901Y-5G52

**To register, you will need:**

1. A valid e-mail address, and, 2. **Course ID:** XL0D-R1GP-901Y-5G52

You will have the choice to purchase access with or without a full etext. Your professor advises you to choose without the etext, and to instead purchase the Taylor text from [www.textbookmedia.com](http://www.textbookmedia.com)

#### **Step 1: Register for MyEconLab**

1. Go to <http://www.myeconlab.com> and click the **Students** button, under Register.

2. Enter the following **Course ID:** XL0D-R1GP-901Y-5G52

This will return the following:

The Course ID you entered matched the following textbook:

**Bade / Parkin, Essential Foundations of Economics, 4e**

You can access your course using an access code or you can buy online.

Access Code

Buy Now

3. Choose **Access Code** if you previously purchased an access kit. Most of you will select Buy Now, and then select MyEconLab without Pearson eText \$40
4. Follow the instructions to set up your login and password and register for your course.

**Need Help?** For assistance, please visit <http://www.myeconlab.com/support>.

**MyEconLab Grading:** eight MyEconLab (MEL) assignments are required for this course. The MEL component of your score, which comprises 20 of the 100 points that go into determining your final grade, is calculated as follows: if your average score on the eight tests is 75% or higher, you will get full credit (20 points) on the online component of this class. If you earn less than 75% of the points, the number of final points you will receive on your MEL grade will be equal to

$$20 \times (\text{avg \% correct on all MEL tests} / 75)$$

As you can see in the table below, the eight assignments are due in two batches (the first four assignments are due by September 24<sup>th</sup>, and the last four assignments are due by October 29<sup>th</sup>. You will have until 2:00p.m. on the due date to submit each assignment. You may begin immediately, so there is no excuse for missing an assignment.

### **Tips on working with MyEconLab**

The assignments are composed of eight “Tests”. You should only begin a test when you are ready to devote enough time to finish it, because once you start you cannot stop without it counting as one of your two attempts. I will use the highest of the two attempts in calculating your score. To make your first attempt, go to Quizzes and Tests, and select the test you want to begin.

After you finish your first attempt, look at your score. Is it above 75%? If not, you should retake the test. First, however, you should review your results. Go to the **Results** page and review the problems you missed. You will have the opportunity to use all of the learning tools that are available, include the eText, during this review process.

When you are ready to make your second and final attempt, go back to the **Test and Quiz** manager and begin.

<b>Assignment Name</b>	<b>Material Covered</b>	<b>Due Date</b>
Test 1	Introduction/Getting Started with MyEconLab	09/24/09
Test 2	Choice in a World of Scarcity, and Trade I	09/24/09
Test 3	Supply and Demand I	09/24/09
Test 4	Supply and Demand II	09/24/09
Test 5	Elasticity	10/29/09
Test 6	Cost and Industry Structure	10/29/09
Test 7	Perfect Competition	10/29/09
Test 8	Monopoly	10/29/09

## Appendix II: Term Paper Instructions

Econ 1B, Prof. Holian

You are required to write a 1,500 word essay. Please indicate the word count under your name on the first page. I will accept papers in the range of 1450-1550 without penalty.

### Option #1

Celebrity game show host Drew Carey narrates short programs, produced by the Reason Foundation, on various public policy issues of local, national and international interest. Your task is to pick two videos to compare, and to use them to illustrate several concepts that are “hallmarks” of microeconomics. Make sure you explain the concepts carefully. To watch these videos, connect to <http://reason.tv/>; the videos can be found at the bottom left corner. Finally, you may offer your thoughts on the effectiveness of the *persuasiveness* of these programs.

### Option #2

PBS has a great website ([www.pbs.com/newshour](http://www.pbs.com/newshour)). Your task is to watch some of these *informative* programs that relate to the economic concepts that we discussed in class. Like the other option, you have three main tasks. 1.) use these videos to illustrate economic concepts, 2.) explain how the videos are related or differ, and 3.) evaluate whether or not these programs were *informative*.

### *Grading and Tips for a Higher Grade*

>> It has been said that a picture is worth a thousand words. While I’m not willing to go that far, for this assignment, **a graph or table is worth 50 words against the word count requirement, up to a maximum of 200 words.** In the past, virtually every paper that successfully illustrates the relevant economic concepts with graphs, tables or figures gets an A or a B. Also, style matters. For this purpose, be sure to read *Notes on Writing*. You can view this short document by accessing <http://web.uconn.edu/langlois/WRITING.HTML>

>> I will grade the paper on its overall merits, but I will roughly weight the various dimensions of the paper equally: Identification and use of economic concepts, integrating the discussion of the videos in an interesting way, and writing style.

>> Finally, you should be sure to make your **thesis statement** clear in the first or second paragraph. One thing that every good paper must do is tell the reader very early on what you are going to say. This sentence is the "thesis statement". For those of you choosing option one, your thesis statement will be something like, "In this paper, I discuss how two Drew Carey videos can be used to illustrate important economic concepts related to (write the policy area that your paper will discuss, e.g. privatization, paternalism and altruism, globalization.)”