

San José State University (syllabus updated Feb 27, 2014)

Econ 1B, *Principles of Economics: Microeconomics* Sections 13 & 81, SP 2014

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Office Hours:	Fridays, 2:15-3:15p.m. & and by appointment
Class Days/Time:	Section 13: Fridays, 10:30a.m. 1:15p.m. Section 81: Online
Classroom:	Section 13: Clark Hall 238 Section 81: Online (Canvas), Exam location TBA
Prerequisites:	May be taken concurrently or prior to Econ 1A
GE/SJSU Studies Category:	GE social science D1

General Information

This is a combined syllabus for two sections of Econ 1B: Section 13, which is a traditional, on campus course, and Section 81, which is largely an online course, although *students in Section 81 are required to come to campus twice*, once to take the midterm and once to take the final exam. The exams for Section 81 will be held at the same time and in the same location as the exams for Section 13. Both Sections 13 and 81 contain online activities, and cover identical material. The major difference between these two sections is that Section 81 only meets physically on campus twice, while Section 13 meets on campus once a week in Clark Hall 238, which is a state-of-the-art classroom with enhanced audio, visual and lecture capture technology.

We will be recording the weekly Section 13 lectures and making them available to students in Section 81 via Canvas. (These recordings will also be available to students in Section 13, and weekly attendance will not be mandatory for Section 13 students.)

Moreover, space permitting, Section 81 students are welcome to attend the weekly Section 13 on-campus lectures. Therefore, in practice, students in both sections have substantial flexibility in deciding if they want to attend and participate in on-campus lectures, or watch the online video lectures and participate via Canvas.

Special note to Section 81 students. Succeeding in online courses (or as I sometimes like to call them, “self-directed courses”) requires greater discipline compared to traditional courses. Like always, it is the student’s responsibility to keep up with the course, but the lack of physical meetings makes this difficult for some students. *If at any time during the course you find you are having difficulties due to the online nature of Section 81, please talk to me immediately.* We will make accommodations for you.

Course Web Page, E-mail and Other Communication Issues

Copies of the syllabus, major assignment handouts, etc. can be found on your section's Canvas page. See Appendix 1 for details on accessing Canvas. You are also responsible for regularly checking the email address you have on file through MySJSU.

Course and Program Learning Outcomes (CLOs and PLOs)

This course satisfies Economics BA/BS PLO1: Microeconomics. Please see Appendix IV for a detailed list of the CLOs for this course.

Required Text

I have created a course reader for this class, consisting of chapters from Libby Rittenberg and Tim Tregarthen's *Principles of Economics* textbook. You can download a PDF copy of this reader on Canvas for free, or purchase a paperback version online for \$10.52 plus S/H (see links on Canvas.)

Assignments and Grading Policy

Total points on the assignments listed below sum to 1,150. At the end of the semester, I will add points on all assignments, divide by 1.150, and then 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.

<u>Assignment</u>	<u>Assignment Details</u>	<u>Points</u>	<u>Due Dates</u>
Midterm	see Appendix IV	250 points	3/14
Final	see Appendix V	250 points	5/15
Online Quizzes & Practice Exams	see Appendix I	200 points	see schedule*
Excel and Writing Assignments	see Appendix I	50 points	see schedule*
Individual Term Paper	see Appendix II	250 points	5/21
Group Assignment	See Appendix IV	150 points	ongoing

* Although there are many due dates for quizzes and assignments throughout the semester, an easy way to keep track of them is to remember the following: if Section 13 meets during the week, then one or more online quizzes, practice exams, Excel or writing assignments, and/or group assignments, are due the day (usually the Thursday) before the meeting by 11:59p.m. The only exception to this is that the Term Paper is due after the final on 5/21 by 11:59p.m.

Software Requirements

In addition to a web browser and an Internet connection for accessing Canvas, students are required to have access to Excel or another spreadsheet program. My lectures will cover the use of Excel, but you are free to use any program with which you are comfortable. If you are having difficulty with software, please make an appointment to visit me during my office hours, to which you will ideally bring your laptop (or other computing device.)

Week	ECONOMICS 1B COURSE SCHEDULE, Section 13, Spring 2014
M/D	All readings are from the Course Reader; Online quizzes are completed on Canvas, and Excel and writing assignments are to be uploaded in DOC or PDF file format to Canvas.
1 1/24	Introduction to Microeconomics (Chapters 1 and 2) <ul style="list-style-type: none"> HW: Excel Assignment 1 due on 1/30 at 11:59p.m.
2 1/31	Comparative Advantage (Chapter 2) <ul style="list-style-type: none"> HW: Online Quizzes 1-3 due on 2/6 at 11:59p.m.
3 2/7	Demand and Supply (Chapter 3) <ul style="list-style-type: none"> HW: Excel Assignment 2 and Online Quiz 4 due on 2/13 at 11:59p.m.
4 2/14	Applications of Demand and Supply (Chapter 4) <ul style="list-style-type: none"> HW: Online Quiz 5 due on 2/20 at 11:59p.m.
5 2/21	Elasticity (Chapter 5) <ul style="list-style-type: none"> HW: Online Quiz 6 due on 2/27 at 11:59p.m.
6 2/28	Maximizing Behavior and the Efficiency of Markets (Chapter 6) <ul style="list-style-type: none"> HW: Online Quiz 7 due on 3/6 at 11:59p.m.
7 3/7	Production Costs (Chapter 8) <ul style="list-style-type: none"> HW: Online Quiz 8, Practice Midterm, and Excel Assignment 3, due on 3/13 at 11:59p.m.
8 3/14	M i d t e r m (10:30a.m. in DMH 227)
9 3/21	Perfect Competition (Chapter 9) <ul style="list-style-type: none"> HW: Online Quiz 9 and Writing Assignment 1 due on 4/3 at 11:59p.m.
10	S p r i n g B r e a k , 3/24 – 3/28. No class on March 28.
11 4/4	Monopoly (Chapter 10) <ul style="list-style-type: none"> HW: Online Quiz 10 due on 4/10 at 11:59p.m.
12 4/11	Oligopoly and Imperfect Competition (Chapter 11) <ul style="list-style-type: none"> HW: Online Quiz 11 due on 4/17 at 11:59p.m.
13 4/18	Public Finance and Public Choice (Chapter 15) <ul style="list-style-type: none"> HW: Online Quiz 12 due on 4/24 at 11:59p.m.
14 4/25	Antitrust Policy and Business Regulation (Chapter 16) <ul style="list-style-type: none"> HW: Online Quiz 13 due on 5/1 at 11:59p.m.
15 5/2	International Trade (Chapter 17) <ul style="list-style-type: none"> HW: Online Quiz 14 and Writing Assignment 2 due on 5/8 at 11:59p.m.
16 5/9	Environmental Economics (Chapter 18) <ul style="list-style-type: none"> HW: Online Quiz 15 and Practice Final due on 5/14 at 11:59p.m.
Final 5/15	F i n a l E x a m (Sweeney Hall 120) Thursday, May 15, 9:45a.m. (Chapters 9-11 & 15-18) <ul style="list-style-type: none"> Term Paper due on 5/21 at 11:59p.m.

Appendix I: Online Quizzes, Excel and Writing Assignments

In this class, you will be completing online quizzes through the Canvas learning management system. You will also upload Excel and writing assignments (in DOC or PDF format) to Canvas. Quizzes and/or other assignments are due almost every week by **Thursday at 11:59p.m.** Don't miss the deadline because **there are no makeups.** See the Course Schedule for deadline details.

To begin, you need to know how to access Canvas.

Login URL : <https://sjsu.instructure.com>

Username : SJSU 9-digit ID

Password : your SJSU One Account Credentials

After logging in, select "SP14: Econ-1B Sec 13 (or 81) - Prin of Econ" under "Courses".

Online Quizzes

After you enter the Econ 1B course page, navigate to the "Quizzes" tab on the left menu bar. Click on the quiz title to begin taking it. You have three attempts at each quiz and your highest score will be recorded in the Grade book.

Online quizzes are designed to give you practice answering questions that are similar to those you will face on the midterm and final exams. You can take all quizzes as early as you like but quizzes cannot be taken after the deadline. Each quiz has ten multiple choice questions, worth one point each, and there are fifteen quizzes for a total of 150 points.

You are also required to take the online Practice Midterm and Practice Final Exam. These exams can be taken as early as you like but not after the deadline. Each Practice Exam has 50 multiple choice questions, worth half a point each, for a total of 50 points.

Writing Assignments

There are two writing assignments (due 4/3 and 5/8) that are graded separately from the term paper but are in conjunction with it. (See Appendix II for details on the term paper assignment.) In the first writing assignment, you will submit a draft of one "Case in Point" that you will create. In the second, you will submit a draft of your term paper.

Excel Assignments

There are three Excel assignments (due 1/30, 2/13 and 3/13) which are designed to teach you spreadsheet skills that you will use in your term paper and the writing assignments. The first Excel assignment covers testing hypotheses using linear regression, the second covers drawing demand and supply curves, and in the third you will create cost curves and also bar charts. More details on these assignments can be found in the XLS file titled "EXCEL_ASSIGNMENTS_ECON_1B_SP14.XLS". This file can be found under the "Files" menu on Canvas.

Appendix II: Term Paper Instructions

You will write a 1,500 word term paper. Please indicate the word count under your name on the first page. Failure to do so will result in a loss of a letter grade. I will accept papers in the range of 1400-1750 words without penalty. Outside of this range, I will use my judgment to determine whether the paper is good enough to justify being outside of the required range. Term papers must be uploaded (in PDF or DOC format) to Canvas by 5/21 at 11:59p.m. Late papers will not be accepted.

The Course Reader contains 14 chapters and most chapters contain three sections (excluding the “Review and Practice” sections.) Each of these sections contains a “Case in Point” box (or CIP article), which present real-world applications of each section’s main topic. There are 40 of these CIP boxes in the Course Reader.

Your assignment is to write three original Case in Point articles that are different from but inspired by those in the Course Reader. You will collect them in a Term Paper and include a brief introduction and conclusion. If a student writes a high quality CIP article, I will consider using it in a future edition of the Course Reader.

Thus, you should identify **THREE** CIP boxes that have the best chance of being replaced by your work. For each of your three CIP articles, please be sure to indicate the section name and number where it is designed to go (e.g. “This Case in Point box is designed to replace the one from Section 3.1: Demand.”) However after indicating this, you should come up with a catchy and informative title for your CIP article.

Your paper should have **FIVE SECTIONS** (Intro, CIP article 1, CIP article 2, CIP article 3, Conclusion). For sections 2-4, you should aim to have five paragraphs per section (more or less), where each paragraph has five sentences (more or less). Use section titles. Be sure to make your **THESIS STATEMENT** clear in the first or second paragraph of the introduction. You must always tell a reader very early on what your paper is going to say. Your thesis statement will be something like, “In this paper, I present three original Case in Point boxes in order to illustrate important economic concepts using graphical and statistical tools.”

Finally, each of your CIP articles must contain one figure. You will note that the CIP boxes in the Course Reader contain photos but no figures. *In this way your CIP articles will differ from those in the book.* Moreover, one of your CIP articles must contain a scatterplot with a fitted line (and the associated R-squared value,) one must contain a bar chart, and one must contain a demand and/or supply diagram. You must relate the original text you will write to these figures.

To improve your writing, read this document:

<http://web.uconn.edu/langlois/WRITING.HTML> .

Also note that SJSU’s Writing Center will read your paper and give you advice on improving it:

www.sjsu.edu/writingcenter .

Below is the rubric I use to evaluate Term Papers.

Criteria	Description of Criteria
<i>Organization</i> (up to 50 pts)	Is the Thesis Statement clearly stated? Are there five sections? Are sections given titles? Are section titles catchy and informative? Are CIP boxes clearly matched with Course Reader sections?
<i>Grammar</i> (up to 50 pts)	Does each paragraph have a topic sentence? Do all sentences develop one controlling idea? Does paper use appropriate grammar (punctuation, syntax, usage)? Is the paper free of spelling errors? Are citations used appropriately?
<i>Style</i> (up to 50 pts)	Does paper avoid the passive voice? Does paper avoid use of the word "stated"? Does paper avoid split infinitives? Overall, is the writing style and voice appropriate? Does it appear the student read Langlois' notes on writing?
<i>Content I</i> (up to 50 pts)	Are interesting and relevant case studies developed that illustrate the chosen economic concept?
<i>Content II</i> (up to 50 pts)	Are there three figures? Is there a scatter plot with a fitted line showing equation and R-squared? Is a demand and/or supply curve used? Is there a bar chart?

Appendix III: University and Classroom 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-dbgen/narr/soc-fall/rec-324.html> .
<http://www.sjsu.edu/sac/advising/latedrops/policy/>

Academic integrity

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

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.

Food, Beverage, Cell phones, and Classroom Etiquette

There is no eating in the classroom. Drinks are fine but containers are not to be disposed of in the classroom. Please silence your cell phones, and in general keep all paper shuffling or other noise making to a minimum, especially as we are recording the audio in the classroom.

Appendix IV: Group Assignment

Students will be randomly assigned to a group of 3 or 4 students, and each group will have a Group Homepage on Canvas. Every third or fourth week, you will be your group's secretary. The first secretary is the member whose birthday falls earliest in the year, the second secretary is the member whose birthday falls next in the year, and so on.

Starting in the second week, groups will communicate with one or items. Discussion items will be made through the Announcements feature on Canvas, so it is important that students read all announcements carefully. Groups will discuss each item listed for the week, and then the secretary will post a message to the class Discussions page by Thursday at 11:59p.m. Teams will communicate with one another through the Discussions page *for their group* (or another communication platform) and determine a single group answer. Then the secretary will post the group's collective answer to the Discussion page for the class, by the deadline. Whenever an Online Quiz or Excel Assignment is due, a group answer to that week's Discussion Topic #1 will also usually be due.

Groups can earn up to 10 points per week based on their group answers to these discussion topics. At the end of the semester, all members of a group will receive the same score, unless the group score is less than 125, in which case the instructor will review individual group discussions and assign Group Assignment points individually, based on his assessment of individual contributions. As such, it is important that groups leave a record of their discussions via the discussion page on Group Homepages. Team members are free to cover for their group's secretary if they are absent, but this is not required. Finally, I do not wish to micromanage nor police group interactions. Part of this assignment involves working with others. You may notify me if you are having serious problems, but please first try to work it out yourselves.

Appendix V: Course Learning Objectives, Midterm and Final Details

The midterm will have 50 multiple choice questions, based on the first 61 CLOs which are worth 5 points each. The final will also have 50 multiple choice questions, based on CLOs 62-120, and are worth 5 points each. Nearly all of these CLOs are from the Rittenberg and Tregarthen chapters (the course reader.)

CLO_ID	CLO
1	1.1.1 Define economics.
2	1.1.2 Explain the concepts of scarcity and opportunity cost and how they relate to the definition of economics.
3	1.1.3 Understand the three fundamental economic questions: What should be produced? How should goods and services be produced? For whom should goods and services be produced?
4	1.2.1 Explain the distinguishing characteristics of the economic way of thinking.
5	1.2.2 Distinguish between microeconomics and macroeconomics.
6	1.3.1 Explain how economists test hypotheses, develop economic theories, and use models in their analyses.
7	1.3.2 Explain how the all-other-things unchanged (<i>ceteris paribus</i>) problem and the fallacy of false cause affect the testing of economic hypotheses and how economists try to overcome these problems.
8	1.3.3 Use a spreadsheet program to visually present data
9	1.3.4 Use a spreadsheet program to estimate a linear regression model to test an economic hypothesis
10	1.3.3 Distinguish between normative and positive statements.
11	2.1.1 Define the three factors of production—labor, capital, and natural resources.
12	2.1.2 Explain the role of technology and entrepreneurs in the utilization of the economy's factors of production.
13	2.2.1 Explain the concept of the production possibilities curve and understand the implications of its downward slope and bowed-out shape.
14	2.2.2 Use the production possibilities model to distinguish between full employment and situations of idle factors of production and between efficient and inefficient production.
15	2.3.1 Understand the argument for unrestricted international trade in terms of economic specialization and comparative advantage.
16	2.3.2 Define economic growth in terms of the production possibilities model and discuss factors that make such growth possible.
17	2.3.3 Explain the classification of economic systems, the role of government in different economic systems, and the strengths and weaknesses of different systems.
18	3.1.1 Define the quantity demanded of a good or service and illustrate it using a demand schedule and a demand curve.
19	3.1.2 Distinguish between the following pairs of concepts: demand and quantity demanded, demand schedule and demand curve, movement along and shift in a demand curve.
20	3.1.3 Identify demand shifters and determine whether a change in a demand shifter causes the demand curve to shift to the right or to the left.

sort	CLO_ID	CLO
21	3.2.1	Define the quantity supplied of a good or service and illustrate it using a supply schedule and a supply curve.
22	3.2.2	Distinguish between the following pairs of concepts: supply and quantity supplied, supply schedule and supply curve, movement along and shift in a supply curve.
23	3.2.3	Identify supply shifters and determine whether a change in a supply shifter causes the supply curve to shift to the right or to the left.
24	3.3.1	Use demand and supply to explain how equilibrium price and quantity are determined in a market.
25	3.3.2	Understand the concepts of surpluses and shortages and the pressures on price they generate.
26	3.3.3	Explain the impact of a change in demand or supply on equilibrium price and quantity.
27	3.3.4	Explain how the circular flow model provides an overview of demand and supply in product and factor markets and how the model suggests ways in which these markets are linked.
28	4.1.1	Learn how to apply the model of demand and supply to explaining the behavior of equilibrium prices and quantities in a variety of markets.
29	4.1.2	Explain how technological change can be represented using the model of demand and supply.
30	4.1.3	Explain how the model of demand and supply can be used to explain changes in prices of shares of stock.
31	4.2.1	Use the model of demand and supply to explain what happens when the government imposes price floors or price ceilings.
32	4.2.2	Discuss the reasons why governments sometimes choose to control prices and the consequences of price control policies.
33	4.3.1	Use the model of demand and supply to explain the effects of third-party payers on the healthcare market and on health-care spending.
34	5.1.1	Explain the concept of price elasticity of demand and its calculation.
35	5.1.2	Explain what it means for demand to be price inelastic, unit price elastic, price elastic, perfectly price inelastic, and perfectly price elastic.
36	5.1.3	Explain how and why the value of the price elasticity of demand changes along a linear demand curve.
37	5.1.4	Understand the relationship between total revenue and price elasticity of demand.
38	5.1.5	Discuss the determinants of price elasticity of demand.
39	5.2.1	Explain the concept of income elasticity of demand and its calculation.
40	5.2.2	Classify goods as normal or inferior depending on their income elasticity of demand.

sort	CLO_ID	CLO
41	5.2.3	Explain the concept of cross price elasticity of demand and its calculation.
42	5.2.4	Classify goods as substitutes or complements depending on their cross price elasticity of demand.
43	5.3.1	Explain the concept of elasticity of supply and its calculation.
44	5.3.2	Explain what it means for supply to be price inelastic, unit price elastic, price elastic, perfectly price inelastic, and perfectly price elastic.
45	5.3.3	Explain why time is an important determinant of price elasticity of supply.
46	5.3.4	Apply the concept of price elasticity of supply to the labor supply curve.
47	6.1.1	Explain the maximization assumption that economists make in explaining the behavior of consumers and firms.
48	6.1.2	Explain and illustrate the concepts of marginal benefit and marginal cost and apply them to understanding the marginal decision rule.
49	6.2.1	Explain what is meant by an efficient allocation of resources in an economy and describe the market conditions that must exist to achieve this goal.
50	6.2.2	Define consumer and producer surplus.
51	6.2.3	Discuss the relationship between efficiency and equity.
52	6.3.1	Explain what is meant by market failure and the conditions that may lead to it.
53	6.3.2	Distinguish between private goods and public goods and relate them to the free rider problem and the role of government.
54	6.3.3	Explain the concepts of external costs and benefits and the role of government intervention when they are present.
55	6.3.4	Explain why a common property resource is unlikely to be allocated efficiently in the marketplace.
56	8.1.1	Understand the terms associated with the short-run production function—total product, average product, and marginal product—and explain and illustrate how they are related to each other.
57	8.1.2	Explain the concepts of increasing, diminishing, and negative marginal returns and explain the law of diminishing marginal returns.
58	8.1.3	Understand the terms associated with costs in the short run—total variable cost, total fixed cost, total cost, average variable cost, average fixed cost, average total cost, and marginal cost—and explain and illustrate how they are related to each other.
59	8.1.4	Explain and illustrate how the product and cost curves are related to each other and to determine in what ranges on these curves marginal returns are increasing, diminishing, or negative.
60	8.2.1	Apply the marginal decision rule to explain how a firm chooses its mix of factors of production in the long run.
61	8.2.2	Define the long-run average cost curve and explain how it relates to economies and diseconomies or scale.

sort	CLO_ID	CLO
62	9.1.1	Explain what economists mean by perfect competition.
63	9.1.2	Identify the basic assumptions of the model of perfect competition and explain why they imply price-taking behavior.
64	9.2.1	Show graphically how an individual firm in a perfectly competitive market can use total revenue and total cost curves or marginal revenue and marginal cost curves to determine the level of output that will maximize its economic profit.
65	9.2.2	Explain when a firm will shut down in the short run and when it will operate even if it is incurring economic losses.
66	9.2.3	Derive the firm's supply curve from the firm's marginal cost curve and the industry supply curve from the supply curves of individual firms.
67	9.3.1	Distinguish between economic profit and accounting profit.
68	9.3.2	Explain why in long-run equilibrium in a perfectly competitive industry firms will earn zero economic profit.
69	9.3.3	Describe the three possible effects on the costs of the factors of production that expansion or contraction of a perfectly competitive industry may have and illustrate the resulting long-run industry supply curve in each case.
70	9.3.4	Explain why under perfect competition output prices will change by less than the change in production cost in the short run, but by the full amount of the change in production cost in the long run.
71	9.3.5	Explain the effect of a change in fixed cost on price and output in the short run and in the long run under perfect competition.
72	10.1.1	Define monopoly and the relationship between price setting and monopoly power.
73	10.1.2	List and explain the sources of monopoly power and how they can change over time.
74	10.1.3	Define what is meant by a natural monopoly.
75	10.2.1	Explain the relationship between price and marginal revenue when a firm faces a downward sloping demand curve.
76	10.2.2	Explain the relationship between marginal revenue and elasticity along a linear demand curve.
77	10.2.3	Apply the marginal decision rule to explain how a monopoly maximizes profit.
78	10.3.1	Explain and illustrate that a monopoly firm produces an output that is less than the efficient level and why this results in a deadweight loss to society.
79	10.3.2	Explain and illustrate how the higher price that a monopoly charges, compared to an otherwise identical perfectly competitive firm, transfers part of consumer surplus to the monopolist and raises questions of equity.
80	10.3.3	Considering both advantages and disadvantages, discuss the potential effects that a monopoly may have on consumer choices, price, quality of products, and technological innovations.

sort	CLO_ID	CLO
81	10.3.4	Discuss the public policy responses to monopoly.
82	11.1.1	Explain the main characteristics of a monopolistically competitive industry, describing both its similarities and differences from the models of perfect competition and monopoly.
83	11.1.2	Explain and illustrate both short-run equilibrium and long-run equilibrium for a monopolistically competitive firm.
84	11.1.3	Explain what it means to say that a firm operating under monopolistic competition has excess capacity in the long run and discuss the implications of this conclusion.
85	11.2.1	Explain the main characteristics of an oligopoly, differentiating it from other types of market structures.
86	11.2.2	Explain the measures that are used to determine the degree of concentration in an industry.
87	11.2.3	Explain and illustrate the collusion model of oligopoly.
88	11.2.4	Discuss how game theory can be used to understand the behavior of firms in an oligopoly.
89	11.3.1	Discuss the possible effects of advertising on competition, price, and output.
90	11.3.2	Define price discrimination, list the conditions that make it possible, and explain the relationship between the price charged and price elasticity of demand.
91	15.1.1	Discuss and illustrate government responses to the market failures of public goods, external costs and benefits, and imperfect competition and how these responses have the potential to reduce deadweight loss.
92	15.1.2	Define merit and demerit goods and explain why government may intervene to affect the quantities consumed.
93	15.1.3	Discuss ways in which governments redistribute income.
94	15.2.1	Explain the ability-to-pay and the benefits-received principles of taxation.
95	15.2.2	Distinguish among regressive, proportional, and progressive taxes.
96	15.2.3	Define tax incidence analysis and explain and illustrate the conditions under which the burden of an excise tax falls mainly on buyers or sellers.
97	15.3.1	Compare public interest theory and public choice theory.
98	15.3.2	Use public choice theory to explain rational abstention and why legislative choices may serve special interests.
99	16.1.1	Define antitrust policies and tell when and why they were introduced in the United States.
100	16.1.2	Discuss highlights in the history of antitrust policies in the United States, focusing on major issues.

sort	CLO_ID	CLO
101	16.1.3	Explain the guidelines the Justice Department uses in dealing with mergers.
102	16.2.1	Define joint ventures and explain the evolution of U.S. antitrust policy towards them.
103	16.2.2	Discuss other antitrust policy changes that relate to U.S. firms competing with foreign firms.
104	16.3.1	Compare the public interest and public choice theories of regulation.
105	16.3.2	Discuss the costs and benefits of consumer protection laws.
106	16.3.3	Discuss the pros and cons of the trend toward deregulation over the last quarter century.
107	17.1.1	Differentiate between an absolute advantage in producing some good and a comparative advantage.
108	17.1.2	Explain and illustrate the conditions under which two countries can mutually benefit from trading with each other.
109	17.1.3	Explain and illustrate how the terms of trade determine the extent to which each country specializes.
110	17.1.4	Explain and illustrate the mutual benefits of trade.
111	17.2.1	Distinguish between one-way trade and two-way trade.
112	17.2.2	Explain why two-way trade may occur.
113	17.3.1	Define the term protectionist policy and illustrate the general impact in a market subject to protectionist policy.
114	17.3.2	Describe the various forms of protectionist policy.
115	17.3.3	Discuss and assess the arguments used to justify trade restrictions.
116	18.1.1	Explain why pollution can be said to have benefits as well as costs and describe the nature of these benefits and costs.
117	18.1.2	Using marginal benefit and marginal cost curves, apply the marginal decision rule to show and explain what is meant by the efficient level of emissions and abatement.
118	18.1.3	Explain the Coase theorem and what it implies about the conditions under which the private market is likely to achieve an efficient outcome.
119	18.2.1	Explain why command-and-control approaches to reducing pollution are inefficient.
120	18.2.2	Explain what is meant by incentive approaches to pollution reduction and discuss examples of them, explaining their advantages and disadvantages.