

San José State University
Department of Economics
Econ 1B - 01, Principles of Microeconomics, 48526, Fall 2024

Course and Contact Information

Instructor: Ghislaine Lang
Office Location: DMH 138
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Online Office Hours: Tu 9:00am - 10:00am + appointments
Days/Time: M + W 1:30pm – 2:45pm
Classroom: DMH 161

Course Description

Official catalogue description: Allocation of resources and distribution of income as affected by the workings of the price system and by government policies. GE Area: D1
Notes: May be taken concurrently or prior to Econ 1A.

Course Format: in-person

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](#). You are responsible for regularly checking with the messaging system through [MySJSU](#) on [Spartan App Portal](#) (or other communication system as indicated by the instructor) to learn of any updates.

Course Learning Outcomes (CLO)

Master microeconomic theory related to three broad areas: Incentives, Opportunity Cost, and Supply and Demand. Specific learning objectives include:

- Incentives Matter (law of demand; law of supply; rational decision makers weight marginal costs versus marginal benefits; the power of self-interest);
- Opportunity Costs (sunk costs; production possibilities; the free-lunch fallacy; tradeoffs in consumption and production; gains from interpersonal & 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)

Upon successful completion of this course, students will be able to:

1. *Evaluate and apply the concept of opportunity cost and its impact in real world decisions for households and businesses*
2. *Explain and analyze how firms maximize profits*
3. *Analyze how price are determined in a market economy*

Required Texts/Readings

Textbook

Lee Coppock, Dirk Mateer, Principles of Microeconomics, 4th edition W.W. Norton.

How to register for online assignments and e book:

Required online enrollment at WWNorton on Canvas → Modules → "REGISTRATION FOR DIGITAL RESOURCES", you start watching the video titled "How to Register for Digital Resources".

You register using the "How to use Inquizitve" link, or "Smartwork: graphing" link, → click on "Purchase options" then "Ebook for Principles of Microeconomics" at \$84.95. From there follow different steps until registration is completed.

Purchasing the ebook will give you access to the ebook (!) + Inquizitive + Smartwork bundle.

What is Inquizitive?

Inquizitive adapts to your level of knowledge; it is a formative, adaptive learning tool that gives you personalized quiz questions on the topics you need the most help with. You can gain or lose points on each question, depending on how confident you judge yourself to be. Questions get harder as you answer more questions correctly, however harder questions are worth more points.

To complete Inquizitive, you must answer **at least 10 questions**.

You can gain or lose **up to 100 points** on each question, depending on how confident you judge yourself to be.

Each Inquizitive assignment has a Target Score and your grade will be based on how many points you earn.

Reach the Target Score (no matter how many questions it takes) and you will earn a grade of 100%.

You can leave the activity at any time, then come back later to complete it. Your progress is always automatically saved, but your grade will be modified only if you complete the assignment before the due date: you can continue to improve your score until the due date; past the due date and your grade will not change.

It will be due on the Tuesday before the class session covering the same chapter.

Canvas will drop your lowest score to calculate the Inquizitive average.

What is Smartwork?

Smartwork is a weekly quiz. You will have ONE quiz per chapter (except chapter 7 where you will have two Smartwork assignments).

Before the due date you may attempt the assignment up to 2 times and your grade on the assignment is the highest score on any one attempt. No late assignments are accepted and any assignments that are "in-progress" are auto submitted at the due date.

Canvas will drop your lowest score to calculate the Smartwork average.

Library Liaison

Christa Bailey is the Digital Initiatives Liaison Librarian of the King Library. christa.bailey@sjsu.edu

She has been appointed as the liaison librarian for the economics department and is eager to meet and work with students.

<http://libguides.sjsu.edu/c.php?g=230229>

Course Requirements and Assignments

This course requires regular textbook reading and regular homework assignments.

University policy S16-9 requires the following language to be included in the syllabus:

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.”

Final Examination or Evaluation

“Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.”

Grading Information

Determination of Grades

- **Exams:** There will be one midterm and one final. Exams will be monitored with LockDown Browser <https://www.sjsu.edu/ecampus/teaching-tools/respondus/faq/index.html>

- **Smartwork:** weekly online assignments. **Due every Sunday at 11:30 pm.**

- **Inquisitive:** weekly online adaptive assignments. **Due every Sunday at 11:30pm**

- **Paper/Discussion:**

Please note the following instructions and format for writing the paper: points will be taken off if the following format and other requirements as mentioned below are not met. NO LATE PAPER WILL BE ACCEPTED.

Write this paper for a reader with no prior knowledge or understanding of economic concepts.

The purpose of the paper is to demonstrate that using a video clip, an article or a podcast, you can understand and explain everyday events using micro econ concepts.

You will select and share the link of an article, or a video clip or a podcast related to economics.

Format to follow:

- Part I: Introduction

Name the author, title of article, where and when the article was published.

Identify and define the concept covered by the article using Mateer’s definition: the author of your book. Please identify the paragraph referring to your definition.

You will name and quote Mateer’s definition of the economic concept covered by the article. This is the economic concept you will analyze in your paper.

- Part II: Summarize, Analyze, Generalization

Summary: collect the important information of the article using you own words. No quotes!

Analysis: thoroughly explain the economic concept to the reader. I encourage you verify the thoroughness of your explanation with the book’s. Then, find the commonalities between the theory and the article. Use this to show how accurately the concept explains the real life situation covered in the article.

Generalization: What the article was about and how you evaluate it.

-Part III: you will write three questions pertaining to your source and you will respond to three questions, each one from a different student.

Missed work included midterm and final receives a grade of 0.

I do not offer make-up exams.

Grade	Percentage
A +	97 to 100%
A	93 to 96.99%
A -	90 to 92.99%
B +	87 to 89.99 %
B	83 to 86.99%
B -	80 to 82.99%
C +	77 to 79.99%
C	73 to 76.99%
C -	70 to 72.99%
D +	67 to 69.99%
D	63 to 66.99%
D -	60 to 62.99%
F	Below 60%

Basis for final grade	Midterm	25%
	Final	30%
	Inquizitive	15%
	Smartwork	25%
	Paper	5%

Classroom Protocol and Cell Phone Rules

Students are expected to be involved. Your presence in class is important and active participation in class discussions is expected. *I would rather prefer that you ask a question than remain confused.*

In the interest of preserving an effective learning environment as well as part of professional work behaviors in this class, all cell phones will be turned to silence during class time. Taking calls, texting, or reading messages, or taking photos or recordings is prohibited during the class period.

Cell phones are not to be on the table but in your backpack / pocket.

University Policies

Per [University Policy S16-9](#), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>). Make sure to visit this page to review and be aware of these university policies and resources.

Consent for Recording of Class or Public Sharing of Instructor Material

<https://www.sjsu.edu/senate/docs/S12-7.pdf>

University Policy S12-7 requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

“Common courtesy and professional behavior dictate 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.”

- It is suggested that the greensheet (syllabus) include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
- In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.

“Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent”

University Policies

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.

<https://www.sjsu.edu/senate/docs/S07-2.pdf>

Per University Policy S16-9 (relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc...) is available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](#) at <http://www.sjsu.edu/gup/syllabusinfo/>

SJSU Writing Center

The SJSU Writing Center is located in Suite 126 in Clark Hall for drop-in hours and the King Library 2nd floor with appointments. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center can be found at <http://www.sjsu.edu/writingcenter/>

Plagiarism:

What is plagiarism: <https://libguides.sjsu.edu/plagiarism/consequences-of-plagiarism>

SJSU: Academic Integrity: according to university policies <https://www.sjsu.edu/studentconduct/conduct-processes/academic-integrity.php>” all allegations of cheating and plagiarism should be referred to Student Conduct and Ethical Development by completing our [Academic Integrity Reporting Form.](#)”

Econ 1B – 01, Principles of Microeconomics, Fall 2024, Course Schedule

Schedule is subject to change with fair notice

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug. 21	Syllabus
2	Aug. 26 Aug. 28	Chapter 1: Five Foundations of Economics
3	Sept. 2 Sept. 4	Labor Day Chapter 3: The Market at Work: Supply and Demand
4	Sept. 9 Sept. 11	Chapter 3: The Market at Work: Supply and Demand
5	Sept. 16 Sept. 18	Chapter 6: Price Controls
6	Sept. 23 Sept. 25	Chapter 4: Elasticity
7	Sept. 10 Oct. 2	Chapter 5: Market Outcomes and Tax Incidence
8	Oct. 7 Oct. 9	Online Midterm Chapter 8: Business Costs and Production
9	Oct. 14 Oct. 16	Chapter 8: Business Costs and Production
10	Oct. 21 Oct. 23	Chapter 9: Firms in a Competitive Market
11	Oct. 28 Oct. 30	Chapter 10: Understanding Monopoly
12	Nov. 4 Nov. 6	Chapter 13: Oligopoly and Strategic Behavior
13	Nov. 11 Nov. 13	Veterans Day Chapter 11: Price Discrimination
14	Nov. 18 Nov. 20	Chapter 7: Market Inefficiencies: Externalities
15	Nov. 25 Nov. 27	Thanksgiving Holidays ☺
16	Dec. 2 Dec. 4	Chapter 7: Market Inefficiencies: Externalities: Public Goods
17 Final Exam	Dec. 9 Friday Dec. 13	Review session https://www.sjsu.edu/classes/final-exam-schedule/fall-2024.php Group I Classes 12:15pm – 2:30pm

