

# Economics 111 - 008

## Principles of Microeconomics

Professor Bryan Snyder  
Bentley University Fall 2014

### General Course Information

#### Days, Time, Location and Dates

Tuesdays & Fridays 11:20<sub>am</sub> => 12:35<sub>pm</sub>

Room:

**Lindsey 26B**

Professor:

Bryan Snyder

Office:

Rm G274 Adamian

Office Hours:

Wednesdays: 11:20=> 2:00pm

Office Phone:

#781-891-2446

E-mail address:

[bsnyder@bentley.edu](mailto:bsnyder@bentley.edu)

Website:

<http://blackboard.bentley.edu/>

#### Course Overview

This course is designed to acquaint you with the basic tools of **microeconomics**. Microeconomics is the study of the behavior of economic actors such as individuals, households, firms and governments, whose collective decisions determine how resources are allocated in an economy. The goal of the course is to teach you to "*think like an economist*," which I hope will help you to understand the world around you. The course focuses on economic theory and therefore will often rely on abstract concepts. However, the course will emphasize the application of these concepts to real world situations through frequent in-class discussions of current events and interactive learning exercises.



## **EC 111 Principles of Microeconomics**

### **I. COURSE GOALS**

The introduction of basic tools of economics: marginal analysis and demand and supply, in order to study resource allocation and interactions amongst consumers, firms and governments.

### **II. SPECIFIC LEARNING OBJECTIVES**

#### **A. Knowledge**

- The fundamental economic problem in the presence of scarcity.
- Has understood demand and supply analysis, market mechanisms and consequences of government interference.
- Has understood analysis of the firm and the working of the firm and industry within different market structures; perfect competition, monopolistic competition, oligopoly, monopoly.

#### **B. Skills**

- Has acquired graphical and other analytical skills/methods as applied to problem-solving in the context of economic theory
- Has developed the ability to correctly choose and apply appropriate analytical tools

#### **C. Perspectives**

- Has an appreciation of the power of incentives and marginal analysis to change behavior at individual and firm levels.

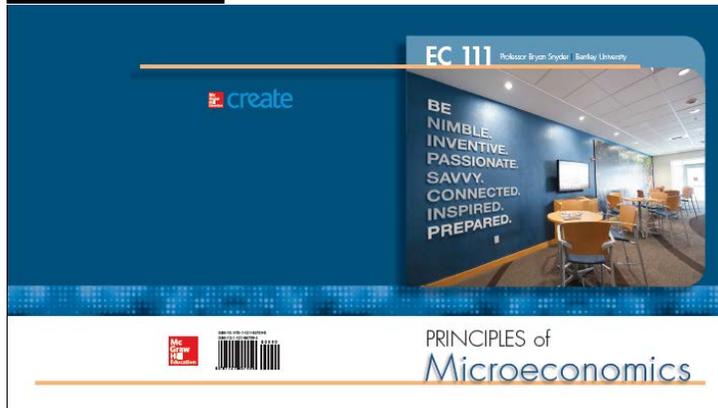
## **Prerequisites**

This course does not assume any prior knowledge of economics and will mercifully limit the use of calculus and algebraic expression to a bare minimum.

## Required Readings (There will be Two books that you must purchase for this class)



The **required** textbook for the course is a new custom edition ***Principles of Microeconomics*** from David Colander:



***Microeconomics 9<sup>th</sup> edition***, David Colander, custom made ***Bentley University Edition*** for Professor Snyder's Bentley University students, McGraw-Hill, ISBN-9781121925380

### “Paperless Text”

**Please Note:** I am *a little less strenuously* suggesting that EC111 students avail themselves to the “*e-book*” of this text which comes with the full regimen of supplemental study aids chapter outlines, PowerPoint slides, videos, practice questions and homework. This special “online version” is about half the cost of the printed text and can be accessed from any laptop computer...anywhere.

<https://create.mheducation.com/shop/>



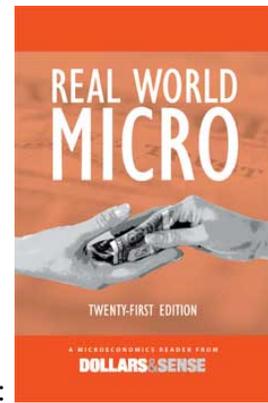
**EC 111 Principles of Microeconomics (ebook)**  
**470 pgs ISBN: 9781308306322**

**Massive Caveat**: I have noticed that for students who do not do well on standardized exams (multiple choice questions) there is a positive correlation with owning and reading from an actual paperback copy of Colander and test performance. If you need to read these materials carefully and deliberately....by all means....spend the extra \$61.36 or so.....**DO BUY THE BOOK**. If you live on your Laptop.....do buy the online [customized ebook](#) text and save a bit of money.



**Real World Micro** The **required** “reader” for the class is:

[Real World Micro, Dollars & Sense, 21<sup>st</sup> edition, Dollars & Sense, ISBN: 978-1-939402-13-4](#)



**You MUST buy this book** as we need to pay copy write fees for use of these articles. I have spent a significant amount of time putting this Reader together for your edification and thus insist on seeing this book in your hand the first day of class! You will soon find that this Reader is where a good number of your Exam essay questions come from. I’ve put some really wonderful stuff in this edition of **Real World Micro**...you will find it **timely...relevant and interesting**.

## Multimedia

Colander’s text is accompanied by integrated online resources to accompany the book. McGraw-Hill provides an ever-expanding array of interactive features, including graphs, videos, self-tests, thought questions, and web links. The online self-tests are a very effective tool for preparing for the exams!

[http://highered.mcgraw-hill.com/sites/0077501802/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0077501802/information_center_view0/)

## Grading Policy

Grades will be based on two exams and a paper/project. The mid-term exam will have two parts the first being multiple choice from the text and the second being essays from **Real World Micro** and our **Blackboard Case Studies**. These “*tandem exams*” will be on held **October 21<sup>st</sup>** and **October 24<sup>th</sup>**. The **Final Exam** will be held on Friday **December 12<sup>th</sup>** from **1:00<sub>pm</sub> => 3:00<sub>pm</sub>**. Each exam will cover the material presented up to the time of the exam from the Text (Colander), the class lecture (my own), and the readings handed out in class (**Real World Micro**). Students are expected to comply with the College's honor code. Class participation is not graded, per se, but is greatly appreciated and can be quite amusing.

*Tilly Quizzes* will also be added to the mix when your grade is teetering between two discrete grades.

## Quizzes

Quizzes will only occur in a punitive fashion if students are not prepared for class and are not covering the assigned material. Quizzes will also occur if a discrete section of material is absolutely vital to understanding a much larger part of the course. Soon you will know what this means. (You will know the infamous “*Tilly 8*”)

## Attendance

**Is mandatory** and I fully expect students to be well prepared in order to understand the lecture. The majority of the material that I will be covering in this class is not found in the textbook, and thus, your attendance is proportionate to your desire to actually pass this course. Please come to class prepared to participate. Attendance is also absolutely necessary! Much of the material that this class will cover is **NOT** in the textbook or the handouts but is contained in the lectures. It is absolutely vital that you attend each and every lecture. If you for some valid reason cannot attend class please contact me by email **ASAP** and explain your absence. You are allotted **three excused absences** before I begin reducing your grade. You must also have read the assigned material **BEFORE** each lecture as I will be referring to the text but often times diverging from it. You are responsible for **all** of the assigned reading.

## Class Decorum

**Punctuality:** I expect you to arrive **promptly** for class, prepared. In fact, I will insist upon this. We have a full class and every seat on the flight will be occupied.

**Cell phones** will be turned off, as I reserve the right to answer any ringing phone in my classroom. **Texting** during my class will engender furious wrath on my part and is a **CLM**. (career limiting maneuver) Such behavior is extremely rude.

**Laptop computers and Tablets:** I do not allow laptops or tablets to be used in my classroom. Such devices present too great a temptation to distract from my brilliant if not scintillating lecture. I find having to compete for your attention with a riveting game of solitaire or your vital Facebook or e-mail.....insulting. Thus....**No Laptops or Tablets**. Take copious handwritten notes and attempt to develop an attention span.

## Bentley Honor Code:

The students of Bentley, in a spirit of mutual trust and fellowship, aware of the values of a true education and the challenges posed by the world, do here-by pledge to accept the responsibility for honorable conduct in all academic activities, to assist one another in maintaining and promoting personal integrity, to abide by the principles set forth in the Honor Code, and to follow the procedures and observe the policies set forth in the Academic Integrity System. The Bentley Honor Code formally acknowledges the necessity for students to take responsibility for their own ethical behavior. Through this code, all students are expected to maintain academic integrity in their own work. In addition, students are expected to take responsible action when there is a reason to suspect academic dishonesty. Success of the code depends upon each student's good will to care enough for other students to counsel them to abandon dishonesty for their own sake and that of the community. Thus, the Honor Code asks all students to share responsibility for maintaining the integrity of Bentley academics.

I have a zero tolerance policy for cheating and will "**get medieval**" on your GPA if you have the poor sense to actually engage in such behavior. I find it personally insulting...**Don't do it.**

## Other Useful Information:

Bentley University abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 which stipulate no student shall be denied the benefits of an education solely by reason of a disability. If you have a hidden or visible disability which may require classroom accommodations, please make an appointment with the Assistant Director of Disability Services, Stephanie S. Brodeur, within the first 4 weeks of the semester. The Office of Disability Services is located in the Office of Counseling and Student Development (CSD)- POL, 2<sup>nd</sup> Floor, Callahan Building- 781.891.2274. The Assistant Director of Disability Services is responsible for coordinating accommodations and services for students with disabilities.

# Class Calendar

## PRINCIPLES OF MICROECONOMICS

### ECONOMICS 111-008

#### Fall 2014

#### Bentley University

Instructor: Prof. Bryan Snyder Lecture time: Tues/Fri: 11:20<sub>am</sub> – 12:35<sub>pm</sub>

<p><b>Tuesday</b> <b>Sept. 2<sup>nd</sup></b></p> <p><b>Economics and Economic Reasoning</b></p> <p>Chpt.1 Colander</p> <p>Real World Micro=&gt;Introduction, 1.1, 1.3, 11.3, 11.4</p>	<p><b>Friday</b> <b>Sept. 5<sup>th</sup></b></p> <p><b>Economics and Economic Reasoning</b></p> <p>Chpt.1 Colander</p> <p>Real World Micro=&gt;Introduction, 1.1, 1.3,</p>
<p><b>Sept. 9<sup>th</sup></b></p> <p><b>Economics and Economic Reasoning</b></p> <p>Chpt.1 Colander</p> <p>Real World Micro=&gt;1.1, <u>1.2</u>, 1.3, 1.4, 1.5, 1.6</p> <p><b>The Production Possibility Model, Trade and Globalization</b></p> <p>Chpt.2 Colander</p>	<p><b>Sept. 12<sup>th</sup></b></p> <p><b>The Production Possibility Model, Trade and Globalization</b></p> <p>Chpt.2 Colander</p> <p><b>Comparative Advantage, Exchange Rates, and Globalization</b></p> <p>Chapter 9 Colander</p> <p>Real World Micro=&gt;<u>10.1</u>, <u>10.2</u>, <u>10.3</u>, 6.7, 6.8</p>
<p><b>Sept. 16<sup>th</sup></b></p> <p><b>Comparative Advantage, Exchange Rates, and Globalization</b></p> <p>Chapter 9 Colander</p> <p><b>International Trade Policy,</b></p> <p>Chapter 10 Colander</p> <p>Real World Micro=&gt;<u>10.4</u>, <u>10.5</u>, 10.6, 10.7</p>	<p><b>Sept. 19<sup>th</sup></b></p> <p><b>International Trade Policy,</b></p> <p>Chapter 10 Colander</p> <p>Real World Micro=&gt;<u>10.5</u>, 10.6</p> <p><b>Economic Institutions</b></p> <p>Chapter 3 Colander</p> <p>Real World Micro=&gt;<u>4.1</u>, <u>4.2</u></p>

Sept. 23<sup>rd</sup>

**The Logic of Individual Choice: The Foundation of Supply and Demand**

Chapter 19 Colander

Real World Micro=> 1.2, 3.1, 3.2, 1.4, 1.5

Sept. 26<sup>th</sup>

**The Logic of Individual Choice: The Foundation of Supply and Demand**

Chapter 19 Colander

Real World Micro=> 1.2, 3.1, 3.2



**Probable “Tilly 8” Quiz**

Sept 30<sup>th</sup>

**Demand and Supply**

Chpt. 4 Colander

Real World Micro=> 1.2, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6,

Oct. 3<sup>rd</sup>

**Demand and Supply**

Chpt. 4 Colander

Real World Micro=>> 1.2, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6,

Oct. 7<sup>th</sup>

**Using Supply and Demand**

Chpt. 5 Colander

Blackboard=> Many Case Studies

***Truffles!***

<http://www.youtube.com/watch?feature=fvwp&v=JUVcxa-wGcE&NR=1>

Oct. 10<sup>th</sup>

**Describing Supply and Demand: Elasticities**

Chpt. 6 Colander

Real World Micro=>2.1, 2.6

Oct.14<sup>th</sup>

**Mini-Break!**

**No Class**

None...whatsoever.....



Oct.17<sup>th</sup>

**Taxation and Government Intervention**

Chpt. 7 Colander

Real World Micro=>9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7

**October 21<sup>st</sup>**

***EXAM #1 – Price Theory***

***Part No.# 1 – Multiple Choice***

**Oct.24<sup>th</sup>**

***EXAM #1 – Price Theory***

***Part No.# 2 – Essays***

**Oct.28<sup>th</sup>**

**Market Failure versus Government Failure**

**Chpt. 8 Colander**

Real World Micro=>8.1, 8.2, 8.3, 8.4, 8.5,

**Economic Policy, Economic Reasoning, and Beyond**

**Chapter 23**

*(on website!!!or check on Blackboard under Course Documents!)*

**October 31<sup>st</sup>**

**Economic Policy, Economic Reasoning, and Beyond**

**Chapter 23**

*(on website!!!or check on Blackboard under Course Documents!)*

**Politics and Economics: The Case of Agricultural Markets**

**Chpt. 8W Colander**

*(on website!!!or check on Blackboard under Course Documents!)*

Real World Micro=>8.3, 8.4, 8.5,

**November 4<sup>th</sup>**

**Production and Cost Analysis I Chpt. 11 Colander**

*Microeconomics of Production (Short-run)*

**November 7<sup>th</sup>**

**Production and Cost Analysis II**

**Chpt. 12 Colander**

*Microeconomics of Production (Long-run)*

**November 11<sup>th</sup>**

**Perfect Competition**

**Chpt. 13 Colander**

Real World Micro=>5.1, 4.1

**November 14<sup>th</sup>**

**Perfect Competition**

**Chpt. 13 Colander**

Real World Micro=>5.1, 4.1

**Nov. 18<sup>th</sup>**

**Monopoly and Monopolistic  
Competition**

Chpt. 14 Colander

Real World Micro =>5.1!!!, 4.1, 4.2, 4.3, 4.4,  
4.5, 5.3, 5.4, 5.5, 5.6

**Nov. 21<sup>st</sup>**

**Oligopoly and Antitrust Policy**

Chpt. 15 Colander

Real World Micro=>4.3, 5.2,

**Nov. 25<sup>th</sup>**

**Real – World Competition and  
Technology**

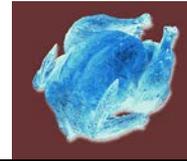
Chpt. 16 Colander

Real World Micro=>4.5

**November 28<sup>th</sup>**

***Thanksgiving!***

***(No Class!)***



**December 2<sup>nd</sup>**

**Work and the Labor Market**

Chpt. 17 Colander

Real World Micro=>6.1, 6.2, 6.3, 6.5, 6.6, 6.7, 6.8

**Nonwage and Asset Income:  
Rents, Profits, and Interest**

Chapter 17W Colander

*(on website!!!or check on Blackboard under  
Course Documents!)*

**December 5<sup>th</sup>**

**Who Gets What? The Distribution  
of Income**

Chpt. 18 Colander

Real World Micro=>7.1, 7.2, 7.3, 7.4, 7.5,  
7.6, 7.7,

December 9<sup>th</sup>

**Reading Day!**

December 12<sup>th</sup>

**Friday**

**FINAL EXAM**

**1:00<sub>pm</sub> => 3:00<sub>pm</sub>**

