

# **Econ 110 (Sec. 2), Principles of Microeconomics**

**Martin V. Smith School of Business and Economics  
California State University Channel Islands  
Course Syllabus, Spring 2014**

**Course:** Econ 110, Principles of Microeconomics (Section 2)  
Main Campus, Camarillo, CA  
Room: Smith Decision Center 1908  
Time: Tuesday, 6:00 – 8:50 p.m.

**Instructor:** William Koch, Ph.D.

**Email:** [william.koch@csuci.edu](mailto:william.koch@csuci.edu)

**Office location and hours:**

Sage Hall Rm. 2016

Hours: Tuesday 3:00 – 5:00 p.m.

**Required Materials:** Principles of Microeconomics by Gregory Mankiw (6th edition, South-Western, CENGAGE Learning, 2012). The class text is bundled with Aplia, an on-line problem-set component.

**Course Description:**

The application of economic reasoning to the decisions of consumers and producers. Topics include opportunity cost, resource allocation, the price system, the organization of industry, market failures, distribution of income, public sector economics.

**Program Learning Goals:**

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

**Learning Objectives:**

- Explain the economic behavior of households and individual firms (Program learning goals 1, 3, 6)
- Learn the principles and identify underlying factors of supply and demand to determine prices (1, 6)
- Describe and distinguish between various forms of market structures, and under what circumstances markets may fail (1, 5)
- Evaluate the costs and benefits of alternative forms of public policy (1, 3, 5)
- Through in-class polling consider alternative economic policy solutions (1, 2, 4)

## Course Requirements:

The class meets once a week. Students are responsible for all lecture material, readings assigned in class, on-line material, and reading material listed in the syllabus unless otherwise specified by instructor. Problem sets will be administered through Aplia, an on-line course supplement.

Grading	Weight	(pts.)
On-line problem sets/Quizzes (Aplia) (5 of 6)	20%	(120)
Midterm exams (2 exams, 20% for each)	40%	(240)
<u>Final exam</u>	<u>40%</u>	<u>(240)</u>
Total	100%	(600)

## Basic Grading Scale:

≥ 90%: A+, A, A-

≥ 80%: B+, B, B-

≥ 70%: C+, C, C-

≥ 60%: D+, D, D-

< 60%: F (Class scores may also be adjusted to account for the difficulty of the exams.)

## On-line math assessment (Required but not graded)

An on-line math assessment assignment will be due by the end of the second week of class. It is administered through the same website as the problem sets. **It is required but will not be graded.**

## Problem assignments (20% of course grade)

Problem sets will be available after the material has been presented in lecture. All problem sets will be entered and graded through Aplia. The final due date for all the assignments will be Wednesday, May 14<sup>th</sup> at 11 p.m., the day after the final exam. Each Aplia assignment can be take up to three times with only the highest score entered.

## Attendance/participation/evaluation (up to 5% extra credit)

In-class polls will be taken in each lecture. The polls will be administered through an online service called Poll Everywhere through texting on cell phones or laptops or tablet computers. The service is free to students but registration is required. More details in class.

## Exams (20% each for the midterm exams and 40% for the final exam)

Exams will be closed book and cover textbook readings, lectures, and problems and any other material presented in class or posted on the class website. They will consist of multiple-choice, short-answer

essay questions and quantitative analysis. The Midterm II exam will only cover material after Midterm I. The Final Exam will be comprehensive. Any formulas required to answer the questions will be provided. Only a calculator and pen/pencil will be needed for the exams – no bluebook or extra paper.

## **Email**

In general, before and after class or during office-hours is the best way to touch base with me. However, I do periodically check my email and will be happy to answer questions as long as they don't require too much explanation. However, if you send me an email within 24 hours of any exam or assignment deadline, I may not be able to respond before the exam/due date.

## **Class Website**

There are two websites used in this class. The first has links to the class syllabus and any exam review material, extra credit material, and any other information regarding the class not listed on the syllabus but announced in class.

URL: <http://faculty.csuci.edu/william.koch/>

The second website is the Aplia website where the class problem sets are administered. Your textbook package should include a registration card with instructions on how to access Aplia.

URL: <http://www.aplia.com/>

## **Important dates:**

**Midterm Exam I:     Tuesday, February 28<sup>th</sup>**  
**Midterm Exam II:   Tuesday, April 1<sup>st</sup>**  
**Final Exam:         Tuesday, May 13<sup>th</sup> 7:00 – 9:00 p.m.**

## **Course Standards**

It is assumed that all students will perform professionally in preparing work required for this class. If papers have to be prepared, all papers must be submitted before class on their due date. Late submissions will not be accepted.

All students commit to maintaining and upholding intellectual integrity. Any violations, including but not limited to cheating or plagiarism may result in sanctions. Sanctions may include a failing grade on an assignment, a failing grade for the course, or suspension or dismissal from the university.

Students with Disabilities needing accommodation should make requests to the staff at the Disability Resource Programs, at the Educational Access Center, East Bell Tower 1541 (805) 437-3331, [accommodations@csuci.edu](mailto:accommodations@csuci.edu), Valeri Cirino-Paez, [valeri.cirino-paez@csuci.edu](mailto:valeri.cirino-paez@csuci.edu) or Arjelia Guillen-Acosta, [arjelia.guillen@csuci.edu](mailto:arjelia.guillen@csuci.edu)). Please discuss approved accommodations with the instructor.

## (Tentative) **Class Schedule**

Schedule is subject to change during the semester

<b>Week</b>	<b>Date</b>	<b>Assignment/Exam</b>	<b>Class Lecture/Discussion</b>	<b>Course Text Readings</b>
1	1/21		<ul style="list-style-type: none"><li>– What is economics</li><li>– Ten principles</li></ul>	Chapter 1
2	1/28	– HW1 and on-line Math Assessment	– Thinking Like an Economist	Chapter 2
3	2/4		– Interdependence and Gains from Trade	Chapter 3
4	2/11	– HW2	– Supply and Demand	Chapter 4
5	2/18	<b>Midterm #1 (2/18)</b>	– Elasticity (Intro)	Chapter 5
6	2/25		<ul style="list-style-type: none"><li>– Elasticity (cont.)</li><li>– Consumers, Producers and Market Efficiency</li></ul>	Chapter 7
7	3/4	– HW3	<ul style="list-style-type: none"><li>– Market Efficiency (cont.)</li><li>– Production Costs</li></ul>	Chapter 13
8	3/11		<ul style="list-style-type: none"><li>– Production Costs (cont.)</li><li>– Competitive Markets and Firms</li></ul>	Chapter 14
9	3/18	– HW4	<ul style="list-style-type: none"><li>– Competitive Markets (cont.)</li><li>– Monopoly</li></ul>	Chapter 15
	3/25	<b><i>Spring Break</i></b>		
10	4/1	<b>Midterm #2 (4/1)</b>	<ul style="list-style-type: none"><li>– Monopoly (cont.)</li><li>– Monopolistic Competition</li></ul>	Chapter 16
11	4/8		– Monopolistic Competition (cont.)	
12	4/15	– HW5	– Oligopoly	Chapter 17
13	4/22		– Externalities and Public Goods	Chapters 10,11
14	4/29	– HW6	– Applications: International Trade	Chapter 9
15	5/6		– TBA	
16		<b>Final Exam</b>	<b>Tuesday, May 13 7:00 – 9:00 PM</b>	

(Revised January 10, 2014)

# How to access your Aplia course

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Koch-ECON 110 - Sp 2014

**Instructor:** William L Koch

**Start Date:** 01/21/2014

**Course Key:** Y85Y-3EVX-TUY9

## Registration

Aplia is part of CengageBrain, which allows you to sign in to a single site to access your Cengage materials and courses.

1. Connect to <http://login.cengagebrain.com/>
2. **If you already have an account, sign in.** From your Dashboard, enter your course key (**Y85Y-3EVX-TUY9**) in the box provided, and click the *Register* button.  
**If you don't have an account,** click the *Create a New Account* button, and enter your course key when prompted: **Y85Y-3EVX-TUY9**. Continue to follow the on-screen instructions.

## Payment

**Online:** After registering, you can buy access to Aplia from [myhome.cengagebrain.com](http://myhome.cengagebrain.com).

**Bookstore:** Purchase access to Aplia from your bookstore. Check with the bookstore to find out what they offer for your course.

If you choose to pay later, you can use Aplia without paying until 11:59 PM on 02/10/2014. After paying, you will have the option to purchase a physical book at a discounted price.

For more information on registering for Aplia, please visit <http://www.cengagebrain.com/aplia/>.