



**NORTHERN ARIZONA
UNIVERSITY**
The W. A. Franke College of Business



**ECO 384 Intermediate Microeconomics
Fall 2018
Course Syllabus**

Instructor: Andrew L. H. Parkes
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Course website: Bb Learn and www.andrewparkes.com

Catalog Description:

Nature of economic analysis; theories of demand, production, and supply; price and output determination; resource utilization; and market failure.

Prerequisite: ECO 201 or equivalent, ECO 284, ECO 285 and Junior Status.

Course Purpose:

This course fulfills part of the requirements for the BSBA Economics degree. The course provides in-depth coverage of key microeconomics concepts which are integral for success in the economics profession.

Course Learning Goals:

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

1. Use indifference curve analysis to explain and interpret demand theory.
2. Use isocost-isoquant analysis to explain and interpret production theory and cost theory.
3. Use the theories of demand, production and cost to explain and interpret the market structures of outputs.
4. Use the theories of demand, production and cost to explain and interpret the market structures of inputs.
5. Apply profit maximization analysis to explain and interpret equilibrium and non-equilibrium solutions in output and input markets.
6. The market consequences of and policy options due to market failure in general, and externalities in specific.

Course Materials:

Microeconomics and Behavior, Robert Frank, McGraw-Hill, 9th Edition, 2018. *Access to the Course Materials should be purchased directly from McGraw-Hill using **Bb Learn in the course shell**.* It is all set up for you. You need to register for the course during the first

week of class to begin the homework; however, you have 3 weeks to make payment via a credit or debit card or PayPal.

Bb Learn and www.andewparkes.com – You will be required to regularly check the course website that contains most of your other homework assignments, quizzes, PowerPoint files, and other information.

Teaching Methods:

The primary teaching methods for this course include class lecture, class discussion and discussion of class assignments. Computer-based instruction and student group work may be utilized for occasional projects.

Contacting the professor is most easily accomplished by sending an email, showing up during office hours, or setting an appointment. I have an open door policy, if my door is open, I am available and willing to meet with you. **Email is an extremely efficient means of contacting me.**

Note that “I forgot to check my e-mail” is not an excuse.

Academic Integrity:

A zero tolerance on cheating is upheld in this course. Plagiarism is a form of cheating. The complete *Policy on Academic Dishonesty* is found in the following link. You need to be aware of University policies which address violations in these areas.

<https://policy.nau.edu/policy/policy.aspx?pol=100601&rev=1358>

Homework, Quizzes, and Exams turned in that have resulted from cheating and/or plagiarism will receive zero credit in course points.

Grading:

Regular attendance is required to properly understand and participate in the classroom. Class assignments will be an important portion of the grade. There will be three tests worth 80 points each and a comprehensive final worth 100 points. Each test may consist of multiple choice as well as problems and/or short answer questions. Generally the quizzes and homework assignments will apply to each test and are designed to help you prepare for the exams. **Late papers or assignments are graded down two letter grades each class period that they are late!** Assignments not turned in at the beginning of class, unless otherwise indicated, will be considered late. There will be “Connect” (McGraw-Hill) homework each week due on Sunday before the next week begins. The “Connect” homework will account for 17% of your final grade (the equivalent of 100 points).

In “Connect”, you have many attempts for homework or problem sets. The problem sets in “Connect” account for 17% of your final grade. These assignments must be completed by the posted deadlines in order to receive credit for each. **Extensions** may be offered for online assignments, however it is up to the professor’s discretion without appropriate documentation. A 10% “late” deduction per day is automatic and may also be applied at the professor’s discretion when proper documentation is not provided. With proper documentation or a legitimate institutional excuse, you may be able to schedule an extension as needed.

Each assignment, as well as the quizzes in class, will apply directly to the material covered and therefore will appear on the tests. Assignments and unannounced quizzes will be a part of the class grade. Quizzes are worth 5 points each and may not be made up. There will be two quizzes during the semester which will not be included in the total number of points. There are no exceptions to the

quiz policy except with proper documentation or a legitimate institutional excuse. Criteria for the papers will be described further in class and on the web. The student is responsible for missed classes and **any** assignments made during that time. Please feel free to contact the professor if you need assistance. Any changes in the material covered will be announced in class prior to each test. Grades will be assigned such that at least 90% will receive an "A", 80% a "B", 70% a "C", 60% a "D" and below 60% an "F". The instructor reserves the right to lower the grading scale.

3 Tests	240	40%
Final	100	17%
Homework	100	17%
Writing Assignments	80	13%
<u>Quizzes</u>	<u>80</u>	<u>13%</u>
Total	600	100%

The two writing assignments will be graded for neatness, professional appearance, grammar, spelling and content. Each writing assignment will be one **full** page, double spaced, Times New Roman 12pt font, with 1" margins (top, bottom and sides), and assigned as stated in the outline for the class. Any changes will be announced at least a week prior to each due date. Topics may include but will not be limited to: externalities, public goods, the effect of taxation, do you believe the minimum wage should continue to be raised (including the implications for small business owners as well as you, the employed student).

Make-ups, late assignments or the like MUST be scheduled prior to the due date. Note that I endeavor to hand back graded tests the next class period, therefore all make-ups must be completed before then.

Assignments, quizzes, homework, etc. will be returned to the student. It is the responsibility of the student to retain the returned material. If the student feels an error has been made in the recording of their grade/points, the quiz/homework, etc. must be produced in order for the professor to change the grade.

Course Content:

Course Topics:

1. Introduction to Microeconomics
2. Theory of Consumer Behavior and Demand
3. Production, Costs, and Competitive Markets
4. Imperfectly Competitive Markets
5. Pricing and Employment of Inputs
6. General Equilibrium, Efficiency, and Public Goods

Conduct in Class

Cell phones and music players must be turned off when in class, and web surfing during class presentations will not be tolerated as it disturbs other students. In addition, be courteous and do not converse with your neighbor during class; arrive on time, and do not get up and leave class early. If there is a particular reason that you need to do any of these things, please discuss this with me prior to class.

NAU Course Policy Statements:

<http://nau.edu/OCLDAA/Forms/UCC/SyllabusPolicyStmnts2-20>

Students should be aware of NAU policies described in the previous link, covering topics related to Safe Working Environment, Students with Disabilities, Academic Integrity, Academic Contact Hours and related issues. See following link of full information which follows.

NORTHERN ARIZONA UNIVERSITY POLICY STATEMENTS FOR COURSE SYLLABI

SAFE ENVIRONMENT POLICY

NAU's Safe Working and Learning Environment Policy prohibits sexual harassment and assault, and discrimination and harassment on the basis of sex, race, color, age, national origin, religion, sexual orientation, gender identity, disability, or veteran status by anyone at this university. Retaliation of any kind as a result of making a complaint under the policy or participating in an investigation is also prohibited. The Director of the Office of Affirmative Action & Equal Opportunity (AA/EO) serves as the university's compliance officer for affirmative action, civil rights, and Title IX, and is the ADA/504 Coordinator. AA/EO also assists with religious accommodations. You may obtain a copy of this policy from the college dean's office or from the NAU's Affirmative Action website nau.edu/diversity/. If you have questions or concerns about this policy, it is important that you contact the departmental chair, dean's office, the Office of Student Life (928-523-5181), or NAU's Office of Affirmative Action (928) 523-3312 (voice), (928) 523-9977 (fax), (928) 523-1006 (TTD) or aaeo@nau.edu.

STUDENTS WITH DISABILITIES

If you have a documented disability, you can arrange for accommodations by contacting Disability Resources (DR) at 523-8773 (voice) or 523-6906 (TTY), dr@nau.edu (e-mail) or 928-523-8747 (fax). Students needing academic accommodations are required to register with DR and provide required disability related documentation. Although you may request an accommodation at any time, in order for DR to best meet your individual needs, you are urged to register and submit necessary documentation (www.nau.edu/dr) 8 weeks prior to the time you wish to receive accommodations. DR is strongly committed to the needs of student with disabilities and the promotion of Universal Design. Concerns or questions related to the accessibility of programs and facilities at NAU may be brought to the attention of DR or the Office of Affirmative Action and Equal Opportunity (523-3312).

ACADEMIC CONTACT HOUR POLICY

Based on the Arizona Board of Regents Academic Contact Hour Policy (ABOR Handbook, 2-224), for every unit of credit, a student should expect, on average, to do a minimum of three hours of work per week, including but not limited to class time, preparation, homework, studying.

ACADEMIC INTEGRITY

Integrity is expected of every member of the NAU community in all academic undertakings. Integrity entails a firm adherence to a set of values, and the values most essential to an academic community are grounded in honesty with respect to all intellectual efforts of oneself and others. Academic integrity is expected not only in formal coursework situations, but in all University relationships and interactions connected to the educational process, including the use of University resources. An NAU student's submission of work is an implicit declaration that the work is the student's own. All outside assistance should be acknowledged, and the student's academic contribution truthfully reported at all times. In addition, NAU students have a right to expect academic integrity from each of their peers. Individual students and faculty members are responsible for identifying potential violations of the university's academic integrity policy. Instances of potential violations are adjudicated using the process found in the university Academic Integrity Policy.

RESEARCH INTEGRITY

The Responsible Conduct of Research policy is intended to ensure that NAU personnel including NAU students engaged in research are adequately trained in the basic principles of ethics in research. Additionally, this policy assists NAU in meeting the RCR training and compliance requirements of the National Science Foundation (NSF)-The America COMPETES Act (Creating Opportunities to Meaningfully Promote Excellence in Technology, Education and Science); 42 U.S.C 18620-1, Section 7009, and the National Institutes of Health (NIH) policy on the instruction of the RCR (NOT-OD-10-019; “Update on the Requirement for Instruction in the Responsible Conduct of Research”). For more information on the policy and the training activities required for personnel and students conducting research, at NAU, visit: <http://nau.edu/Research/Compliance/Research-Integrity/>

SENSITIVE COURSE MATERIALS

University education aims to expand student understanding and awareness. Thus, it necessarily involves engagement with a wide range of information, ideas, and creative representations. In the course of college studies, students can expect to encounter—and critically appraise—materials that may differ from and perhaps challenge familiar understandings, ideas, and beliefs. Students are encouraged to discuss these matters with faculty.

CLASSROOM DISRUPTION POLICY

Membership in the academic community places a special obligation on all participants to preserve an atmosphere conducive to a safe and positive learning environment. Part of that obligation implies the responsibility of each member of the NAU community to maintain an environment in which the behavior of any individual is not disruptive. Instructors have the authority and the responsibility to manage their classes in accordance with University regulations. Instructors have the right and obligation to confront disruptive behavior thereby promoting and enforcing standards of behavior necessary for maintaining an atmosphere conducive to teaching and learning. Instructors are responsible for establishing, communicating, and enforcing reasonable expectations and rules of classroom behavior. These expectations are to be communicated to students in the syllabus and in class discussions and activities at the outset of the course. Each student is responsible for behaving in a manner that supports a positive learning environment and that does not interrupt nor disrupt the delivery of education by instructors or receipt of education by students, within or outside a class. The complete classroom disruption policy is in Appendices of [NAU's Student Handbook](#).

The W.A. Franke College Professionalism Standards

http://franke.nau.edu/images/uploads/fcb/ProfessionalismAssessmentRubric5_080112.pdf

Effective Summer 2016
Approved UCC – 1/28/14
Approved UGC – 2/12/14