ECON 001B
Principles of Microeconomics
Fall 2006
Times: MW 9:20am–10:45am (47320), F 8:00am–11:10am (48826)
Locations: LA 10 (47320), SS 61 (48826)

Instructor: Dr. Sam Liu    Phone: 408-741-2147
Office: SS Building 1b    Email: samuel_liu@westvalley.edu
Office Hours: MW 12:20pm-1:20pm, TTh 10:45am-11:45am

Course Announcements: Please check the course website on Aplia (see below).
Course Website: http://econ.aplia.com You must sign up for Aplia in order to access the website.

Note: Please refer to the course website on Aplia for the most up-to-date version of the syllabus. The instructor may make changes to the syllabus during the semester. It is the student’s responsibility to stay informed of these changes. Students may contact the instructor during office hours and before/after class, time permitting. Students may also wish to have a study partner whom they can contact if they miss class.

Course Content and Objectives
This is an introductory course in microeconomics. The course has several principal goals: to introduce you to the ways in which economists view the world and attempt to solve economic problems, and to teach you to utilize these ways of thinking when you approach economic questions. We will focus on some basic concepts that most economists find useful in analyzing economic issues and we will apply these concepts to a variety of problems. The central theme of the course is how and why markets work, why they may fail to work, and the implications for public policies of both their successes and failures. We will discuss applications of economic principles and show how they apply to our everyday world. Asking questions and participating in discussions are strongly encouraged.

Required Course Materials
The required text is Principles of Microeconomics + APLIA Bundle by N. Gregory Mankiw, 4th edition (ISBN #: 0-324-36020-7). You must purchase this textbook with APLIA. This bundle is available at the campus bookstore. Homework assignments, course announcements, and the most up-to-date version of the syllabus are only available on Aplia. See the end of this syllabus for detailed instructions on how to register for Aplia. Supplemental readings may also be assigned throughout the course.

Grading
Your final grade for the course will be based upon: one midterm exam, a final exam, in-class and/or homework assignments, and class attendance/participations as follows:

    Midterm Exam: 25%
    Final Exam: 45%
    Assignments: 20%
    Class attendance/participation: 10%

Exams will consist of a combination of: multiple choice, true/false questions, short answer questions, and problem solving. The final exam will be comprehensive and will encompass all
topics covered in the entire semester. The final grade will be determined on a standard curve; that is, 90% and above is an “A”, 80% and above is a “B”, 70% and above is a “C”, 60% and above is a “D”, and so on.

It is the student’s responsibility to confirm attendance with the instructor each day and to complete and submit assignments on time. No late assignments will be accepted. I understand that emergencies occur on occasion so I will allow you to skip three assignments throughout the course without penalty. If you choose not to skip an assignment, I will drop your three lowest grades on assignments. However, to do well in this course, it is important that you do all of the assignments even if you end up skipping one due to an emergency.

This course may be taken on a Credit/No Credit basis. (A minimum equivalent grade of C is required for a credit.) However, you must notify me in writing within the first 4 weeks of the semester if you wish to do so.

**Exam Policy**
All exams must be taken on the day it is scheduled for that particular class otherwise you will receive a 0 on that exam. Each student must bring Photo Identification (e.g., student ID) to each exam. Use of electronic devices (e.g., calculators, dictionaries, etc.), notes, or books is NOT permitted during exams. In the event of a suspected bone fide grading error, students must notify the professor within one week of when the exam was returned. The entire exam will be re-graded and this may result in lower total points.

Please refer to page 180 of the WVC catalog for the final exam schedule.

**Makeup Exam Policy**
The dates for the midterm exams are fixed and I will not allow any makeup exams. If you are unable to attend the midterm due to a medical emergency then you must provide written evidence explaining this situation AND you must inform me of the situation before the scheduled exam. If both of these conditions are met then I will increase your final exam weight to include that of the midterm (increase from 45% to 70%). In all other circumstances if you miss the midterm you will receive a 0 on the midterm.

A final exam may be made up only in extreme circumstances and only at the discretion of the instructor. If you are unable to attend the final due to an extreme emergency then you must provide written evidence from an authority explaining this situation AND you must inform me of the situation before the scheduled exam. If both of these conditions are met then I will give a makeup exam that will be more of an essay-type exam (as opposed to multiple choice and true/false). In all other circumstances if you miss the final exam you will receive a 0 on the final exam.

**Drop Policy**
It is the student’s responsibility to drop the class. All students who are listed on the official roster at the end of the course must be issued a grade. If, for some reason, you need to drop the class, you must do so officially through the office of Admissions & Records.

**Class Conduct**
Please be considerate of your fellow students. Each student is expected to help maintain a positive classroom environment conducive to learning. Please turn off your cell phone ringer and do not use it during class. I consider late arrivals, early departures, sleeping and/or talking to be
rude and disruptive to the class in addition to making it harder for the students around you to learn the material they need to pass the exams.

**Student Attendance Policy**
Students are expected to attend all sessions of each class. Instructors may drop students from the class if they fail to attend the first class meeting, or when accumulated unexcused hours of absences exceed ten percent of the total number of hours the class meets during the semester. Moreover, an instructor may drop from the class any student who fails to attend at least one class session during the first three weeks of instruction. (from WVC Catalog, p. 182) In addition, attendance and class room participation contribute to your overall grade in the course. (see above)

**Policy on Academic Dishonesty**
There is a no-tolerance policy on violations of academic honesty standards in this course and violators will be punished to the fullest extent warranted. Please refer to WVC Catalog, p. 182.

**Disability Accommodations**
West Valley College makes reasonable accommodations for persons with documented disabilities. Students should notify DESP (Disability and Educational Support Program) located in the Learning Services building (408-741-2010) of any special needs.

**Unlawful Discrimination/Sexual Harassment**
If you have a complaint or someone has shared information with you as a student or employee that is unlawful discrimination or sexual harassment, contact the Associate Vice Chancellor of Human Resources at West Valley-Mission Community College District, Human Resources Department, (408-741-2060). If the Associate Vice Chancellor of Human Resources is not available, contact the President of the college in which you attend or are employed. For West Valley College, contact the office of Dr. Philip Hartley at 408-741-2097.

**Some Suggestions**
To be successful in this course, the following suggestions are offered:

1. Regularly check the course webpage for updates and announcements.
2. Attend all classes. Not only is attendance a part of your final grade but I will cover material not included in the reading assignments. Lecture notes will not be posted.
3. Review the readings before class. Work problems and practice quizzes that pertain to the assignment in advance of class discussions. Problems and practice quizzes may be found at the end of each chapter.
4. Reread the assignment for clarity after classes. Some times rereading certain sections several times will be necessary to obtain a firm grasp of a concept.
5. You are strongly encouraged to work through the homework assignments on your own because you can’t learn economics without learning how to solve the problems. Questions on the exams are very similar to, but not exactly like, the questions on these problem sets. Thus, the assignments provide good practice and review for the exams.
6. The Aplia problem sets come in pairs of practice and graded problem sets. The practice sets give you immediate feedback about whether your answer is right or wrong and an explanation of the correct answer. They are not counted as part of your homework grade. Use them to check your understanding of the material. The graded problem sets have a firm due date. You can change your answers as many times as you like before the due date has passed. Once the due date has passed, the grade will be recorded and it will not be possible to change your answers or complete the assignment. After the due date, you will be able to see the correct answers and the explanations for graded problems.
### Tentative List of Topics and Readings

Note: This list will be updated periodically. Please check the course webpage on Aplia for the most up-to-date list of topics and readings.

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<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Readings</th>
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<tbody>
<tr>
<td>1</td>
<td>Overview and introduction, 10 basic principles of economics, review of graphing</td>
<td>Ch. 1, 2, Ch. 2 appendix</td>
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<tr>
<td>2</td>
<td>The market forces of supply and demand</td>
<td>Ch. 4</td>
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<td>3-4</td>
<td>Elasticity and its applications; Supply, demand, and government policies</td>
<td>Ch. 5, 6</td>
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<td>5</td>
<td>Consumers, producers, and the efficiency of markets</td>
<td>Ch. 7</td>
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<td>6</td>
<td>Taxation; The tax system</td>
<td>Ch. 8, 12</td>
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<td>7</td>
<td>Externalities; Public goods and common resources</td>
<td>Ch. 10, 11</td>
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<td><strong>8</strong></td>
<td><strong>MIDTERM EXAMS:</strong></td>
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<td>(Wed.) for MW class</td>
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<td>(Thur.) for TTh classes</td>
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<td>9</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>10</td>
<td>Costs of production; Theory of the firm</td>
<td>Ch. 13, 14, 15</td>
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<td>11</td>
<td>Monopoly</td>
<td>Ch. 15</td>
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<td>12</td>
<td>Oligopoly; Monopolistic competition</td>
<td>Ch. 16-17</td>
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<td>13-14</td>
<td>Market for factors of production; Earnings and discrimination, income inequality and poverty</td>
<td>Ch. 18, 19-20</td>
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<td>15</td>
<td>Theory of consumer choice; Comparative advantage; International trade; Frontiers of microeconomics</td>
<td>Ch. 21, 3, 9, 22</td>
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<tr>
<td>16</td>
<td><strong>FINAL EXAMS</strong></td>
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**To Register for Aplia**
**DO NOT PURCHASE A TEXTBOOK AT THE BOOKSTORE UNTIL YOU READ THIS**

You will be using Aplia for this course. Aplia is an online product that contains both a digital version of the textbook and online homework.

Your course key is: 2Q2G-2LAT-CRBG

How to Use Aplia

Step 1: Register for Your Aplia Course

First Time Aplia Users:

1. Connect to http://econ.aplia.com
2. On the Sign In page, click the Go button next to "Test Your System Configuration"; this takes just a few seconds and provides detailed information on how to update your system if necessary
3. Head back to the Sign In page and click the "Register Here" link
4. Fill out the form and click Continue
5. Enter Your Course Key (above)

Returning Aplia Users:

1. Connect to http://econ.aplia.com and sign in using your usual e-mail and password
2. Enter your course key (above)

Problems with registration or sign in? You can always e-mail Aplia by clicking on the "Help" link in the upper-right corner of any page or by e-mailing support@aplia.com.

Step 2: Choose Your Payment Option (You have until 09.18.06 to pay for your course and decide which option to choose)

You have several payment options. To find the right option for you, decide whether you want to purchase a physical textbook.

Note that your Aplia course includes a digital edition (online version) of the textbook. The physical text is optional.

Do you want to buy a physical textbook?

If No, simply pay for your Aplia course ($60.00):

- Instructions on the Aplia website walk you through the payment process. There are several ways to pay. You can pay online with credit, debit, or electronic check. Aplia also accepts money orders mailed to: Aplia, Inc., 959 Skyway Rd, Suite 325, San Carlos, CA 94070.
If Yes, choose from these two options:

1. Purchase a physical textbook through Aplia ($60.00 for Aplia, plus $50.00 for the physical textbook and $5.00 in shipping and handling)

- First, purchase your Aplia course. Instructions on the Aplia website walk you through the payment process. You can pay online with credit, debit, or electronic check. Aplia also accepts money orders mailed to: Aplia, Inc., 959 Skyway Rd, Suite 325, San Carlos, CA 94070.

- Next, purchase your physical textbook from Aplia. After you pay for your Aplia course you can order a textbook through Aplia. Just sign into your Aplia course, click on the Bookstore link on your Home page, and follow the prompts to place your order.

- You can view Aplia's refund policy on textbooks in Aplia's Terms and Conditions of Use: http://econ.aplia.com/af/support/terms.jsp?

Or

2. Buy your physical textbook from the campus bookstore (price determined by bookstore)

- Textbooks from your campus bookstore come bundled with an Aplia Payment Code. Use the payment code to pay for your Aplia course online. The Aplia Payment Code covers your entire Aplia course fee. Aplia does not refund courses paid for with an Aplia Payment Code.

Grace period for payment: You may register and use the website until 09.18.06 without paying the fee. If you are considering dropping this course during the drop/add period, do not make a payment until you decide to stay in the course. You need to pay the full amount before the end of the grace period to continue using the site.

Aplia assignments: Most assignments come in pairs of practice problem sets and graded problem sets. Practice problem sets give you immediate feedback and an explanation of the correct answer. They do not count toward your homework grade. Use them to check your understanding of the material. If you feel confident about the material, you can go directly to the graded set and refer to the practice set only if you want some help.

The graded problem sets have a firm due date. You can change your answers as many times as you like before the due date passes. Once the due date passes, Aplia records your grade and you can no longer change your answers or complete the assignment. After the due date, Aplia displays the correct answers and explanations for graded problems.

FAQ

What is an Aplia Payment Code and how can I get one?
The Aplia Payment Code is just another way to pay your Aplia course fee. You can find it bundled with your text. Your Aplia Payment Code is different from your Aplia Course Key. The course key allows us to identify your economics class and professor; the payment code tells us
that you prepaid your entire Aplia course fee when you purchased the code. An Aplia Payment Code follows the format of xxxxx-xxx-xxxxx-xxx and is printed on a separate card included with your textbook.

What if I purchase a payment code after paying for Aplia with my credit/debit card or electronic check?
We can refund your payment. To speed up the refund process, sign into your Aplia course and go to the My Account tab. Click on My Courses, and enter your payment code. You will then receive an automatic refund.

Under what circumstances can I get a refund?
You are entitled to a refund if you submit a refund request to Aplia during the original grace period for payment. The grace period for your course expires on 09.18.06. No refunds will be granted after this date. Requests for refunds must be submitted by email or letter and received by Aplia within the stipulated time period. Contact support@aplia.com or write to Aplia, Inc., 959 Skyway Rd, Suite 325, San Carlos, CA 94070 USA, to request a refund.
Note: No refunds are issued for courses paid for with an Aplia Payment Code under any circumstances.

How do I access my textbook on the Aplia website?
A digital version of your textbook is available in your Aplia course. You can access textbook chapters on the Home page or through your weekly assignments.

Disclaimer: I receive no monetary benefit from requiring Aplia assignments.