

## ECON300: Microeconomic Analysis for Business Decisions

Summer 2014

### Syllabus

Instructor: Jianjing Lin (email: [jianjingl@email.arizona.edu](mailto:jianjingl@email.arizona.edu))

Lectures: MoTuWeThFr 11:00AM-12:45PM, McClelland Hall Rm 130

Office hour: MoWeFr 10:00AM-11:00AM & TuTh 1:00PM-2:00PM, McClelland Hall Rm 401A, or email by appointment

### Course description

ECON300 explains how economic agents interact in markets. Special attention is devoted to how consumers maximize their well-being; how firms maximize profit and how these actions influence market equilibrium. Students will also learn how market structure affects firm strategy and how external factors, such as government intervention, affect firm and consumer behavior.

### Textbook and references

- (Required) Robert S. Pindyck and Daniel L. Rubinfeld, Microeconomics, 8<sup>th</sup> edition, Pearson.
- Edgar K. Browning and Mark A. Zupan, Microeconomics: Theory and Applications, 10<sup>th</sup> edition, John Wiley & Sons.

### Assessment

There are three components to your course grade:

Problem sets (20%): All problem sets are due **at the beginning of class** on the day after they are assigned. Late submission will not be accepted.

Midterm exams (25% each): There are **two** midterm exams. The first midterm is scheduled for **June 18** (Wed) and the second one will be on **June 30** (Mon).

Final exam (30%): The final exam will be scheduled for **July 10** (Thur). It is a cumulative exam.

Note that all exams are closed-book. In general, there are NO make-up exams. If you have any questions about the date of the exams, please let me know by the THIRD lecture.

### Course topics (may be revised as the summer session progresses)

- Basics of supply and demand (CH2)
- Consumer behavior and market demand (CH3 & 4)
- Production and the cost of production (CH6 & 7)
- Profit maximization and competitive supply (CH8 &9)
- Market power and competition analysis (CH10, 11 & 12)
- Market failure and the role of government (CH16 & 18)

**Academic dishonesty and plagiarism**

All UA students are expected to abide by the Code of Academic Integrity, available through the office of the Dean of Students and online at

<http://deanofstudents.arizona.edu/codeofacademicintegrity>

The penalty for cheating is a failing grade in the class.

**In-class ethics**

Please ensure that the whole class has a good environment for effective learning by refraining from chatting, texting, surfing the web and etc. I understand it is convenient to use a laptop or tablet for note-taking, but it is up to you to restrict its use to coursework. For more details about class conduct, please read

<http://deanofstudents.arizona.edu/studentcodeofconduct>.

**Students with disability**

If formal, disability-related accommodations are necessary for your study, please register with the Disable Resources (520-621-3268; <http://drc.arizona.edu>) so that they can inform me of your eligibility for reasonable accommodations. Also, you are welcome to discuss with me how appropriate accommodations can assist you in learning the course subject matter.