MISSION STATEMENT: The School of Business prepares a diverse student body for successful careers by offering high-quality professional business programs in a student-centered learning environment. As a teaching institution enriched by management practice-related and pedagogical scholarship and service, the School primarily serves undergraduate students while offering strategically-focused graduate programs.

COURSE NUMBER AND TITLE: BC 104 A - Principles of Economics II

CLASS MEETING TIME: MWF 11:00 am - 11:50 am in CH 418.

PRE-REQUISITES: BC 103 or equivalent. Students must complete all pre-requisites before registering for BC 104. Failure to complete prerequisites will result in the student being dropped from the class.

INSTRUCTOR: Dipak Ghosh

OFFICE: Cremer Hall 403

OFFICE HOURS: 12:00 noon - 2:00 pm Monday, Wednesday, 10:00 am - 12:00 noon Tuesday, Thursday. If this is not convenient for you then please set up an appointment in advance for some other mutually convenient time.

TELEPHONE NUMBER(S): 341-5891 (Office) 341-6346 (Fax)

E-MAIL ADDRESS: dghosh@emporia.edu

I will communicate with you via your ESU student email account ONLY. I will NOT send email to non-ESU email accounts. You should only send me email from your ESU student email account. Any email sent from a non-ESU account will be deleted.

All emails sent to me MUST have BC 104 A (BC “space” 104 “space” A) in the subject line. This is to identify your class. Without this I have no indication which class your email refers to. You must also sign every email. I will not reply to emails that are not signed.

No personal electronic devices (like cell phones, pagers, or anything else) may be used in class unless authorized by the instructor. Violation of this requirement will be considered disruptive behavior and may result in you being dropped from the class.

If you visit the website www.ichapters.com you will have the option of buying a printed copy of the text (the same one you will get in the bookstore), or a electronic version of the textbook at a significantly cheaper price than the print version. You may also buy electronic versions of individual chapters from the textbook. However, electronic version of the text and electronic copies of individual chapters cannot be sold back to the bookstore or to the website from where you buy them at the end of the semester.

You may also buy access to an online service called Aplia at www.aplia.com. This website will provide many practice assignments for the textbook we will be using, and it will also provide an electronic copy of the textbook at a significantly cheaper price than a printed textbook (this cannot be sold back at the end of the semester). If you are interested in buying this subscription then please contact me for further details.

RECOMMENDED MATERIALS:
Study Guide to accompany the above textbook (prepared by David R. Hakes). It will give you an idea of the type of questions you will have to answer in quizzes and exams, and in general, will serve as a useful method of practicing problem solving.

Other Useful Material (including relevant web-sites)
I have set up a web-site for this course on Blackboard, where all lecture notes and handouts will be available. If you have used Blackboard before, your userid and password will be the same as before. If you have not used Blackboard before, please contact the TCS Helpdesk at 1-877-341-5555, 1-620-341-5555, helpdesk@emporia.edu.

There is also a web-site available for the text-book. There is a link to this website from the class website on Blackboard. This site has some excellent reference material available. Of particular importance are the online quizzes. You can access the internet applications mentioned at the end of each chapter from this web-site. As we discuss the various chapters in class you will find out that the best way to understand the material is to practice answering questions. This is where the web-site will be very useful.

ECONOMICS LAB
An Economics Lab is available for students in Principles of Economics classes. A graduate assistant will be available to help students with any class related questions and to go over anything discussed in class. Students should use the Economics Lab regularly to review material. The graduate assistant will not solve homework problems for students. The Economics Lab is NOT a replacement for my office hours, it is meant for providing some additional help to students.

Details about the Economics lab are posted on the class website on Blackboard.
COURSE DESCRIPTION:
Basic microeconomic theory applied to the analysis of prices, markets, production, wages, interest, rent, and profits. Attention also is given to international trade and finance and to current economic problems.

COURSE OBJECTIVE:
1. Develop a deeper understanding of demand concepts through concepts like elasticity.
2. Develop a deeper understanding of supply through concepts like marginal cost.
3. Develop a working knowledge of production and costs through spreadsheets or other written work.
4. Understand the concept of profit maximization.
5. Students will be taught to analyze the economy from an individual consumer and an individual firm’s point of view, with the analysis continuing on to look at the economy from an industry’s point of view. The analysis will include political, social, legal, environmental, and global aspects of decision making by consumers and firms.
6. A significant component of the analysis will be quantitative. Application of algebra and graphical techniques to various economic problems is an important part of this course. By the end of the course students should be familiar with these techniques, and should be able to apply them to various real-world issues. Students are also expected to be able to express their opinions/answers in writing (for both quantitative and non-quantitative questions).
7. By the end of the semester I hope all students will learn the importance of basic economic theories, and how to apply these theories to the analysis of the various economic issues. Students should be able to form their own opinions about these issues.

MAJOR FIELD TEST IN BUSINESS:
All students who pursue a Bachelor of Science in Business degree are required to take the Major Field Test (MFT) when they register for Business Policy, which is typically done in the last semester before Graduation. Students are required to earn a score of 135 (or higher) of a possible 200 on the MFT. Some of the content of this course (BC 103) is a portion of the material that is examined on the MFT. More information about the MFT is available at http://www.ets.org/mft. You are encouraged to learn this material in depth and remember it. Also, you are encouraged to keep your course materials to assist you in doing a quick review prior to taking the MFT.

From this course, BC 104 - Principles of Economics II - the following topics are included in the MFT:
1. Comparative advantage and specialization
2. Supply and demand
3. Models of Consumer Choice
4. Production and costs
5. Product market structure
6. Resource (input) markets
7. Market failure and the role of the government
CLASS PARTICIPATION:
Class participation by everyone is strongly encouraged. Even though all of you have already taken BC 103 (or its equivalent), the emphasis of this course is going to be different from what you have seen in BC 103, and at least in the beginning some of you may have trouble following the discussions in class. Please do not hesitate to ask questions. Since all topics in this course are interrelated it is essential that you understand the topic being discussed before we move on.

COURSE GRADING PROCESS:
Your grades will be determined according to the following scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes and homeworks</td>
<td>25%</td>
</tr>
<tr>
<td>(Your lowest quiz score will be dropped)</td>
<td></td>
</tr>
<tr>
<td>3 midterm exams</td>
<td>55%</td>
</tr>
<tr>
<td>Comprehensive final exam</td>
<td>20%</td>
</tr>
</tbody>
</table>

There will be no extra credit assignments or exams in this course.

Quizzes and exams will consist of both multiple choice questions and short-answer (essay-type) questions where students may have to solve a numerical problem or write a brief answer. Grades on the short-answer questions will not only depend on content, but also on how clearly the student has written the answer. A long answer is not necessarily the best answer.

GRADES ARE ASSIGNED AS FOLLOWS:

- 90% and above - A,
- 80% - 89.99% - B,
- 70% - 79.99% - C,
- 60% - 69.99% - D,
- Below 60% - F.

Under certain exceptional circumstances I may change the distribution. Any changes made will be to your advantage and will be applied uniformly to the entire class.

DATES OF THE EXAMS

<table>
<thead>
<tr>
<th>Exam</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>Friday, September 14</td>
</tr>
<tr>
<td>Second Exam</td>
<td>Monday, October 15</td>
</tr>
<tr>
<td>Third Exam</td>
<td>Friday, November 16</td>
</tr>
<tr>
<td>Final Exam (comprehensive)</td>
<td>Tuesday, December 11, 10:10 am – 12:00 noon</td>
</tr>
</tbody>
</table>

Dates of the quizzes will be announced in class.

The first three exams will be held during regular class hours on the dates indicated. The final exam will be held on the date and time indicated (which is during the university exam week).
POLICY FOR MAKING UP MISSED EXAMS, QUIZZES AND HOMEWORKS:

All homework assignments are due on the announced date (there will be no extensions given). If you are unable to attend class, you still have to turn in the assignment (absence from class is not an excuse for not turning in an assignment). **If you turn in an assignment late, you will be penalized a certain number of points, depending on how late you turn in the homework. I will not accept any homework assignments after I return them in class.**

In general, I allow students to make-up a missed exam/quiz only if they have a medical reason for being absent. I will require that if you miss an exam/quiz you get a note from your doctor stating that you were under his/her care, and thus were unable to be in class on the specified date. If you have any other kind of emergency, family or otherwise, you should meet me before the scheduled date or as soon after as possible. At that time I may require you to produce additional documentation before I allow you to make-up the missed exam/quiz. In any case, whether I allow you to make up a missed exam/quiz or not will depend on your reasons for being absent. You must contact me before the date of the exam/quiz or as soon after than as possible (but definitely before the following class date). **You should not assume that you will automatically be given a make up quiz/exam. No makeup exams/quizzes will be given after I return and discuss them in class.**

Since the date for the final exam is determined by the university, you may take this exam only on the scheduled date. I will not change the date of the final exam. Please do not make any plans to leave campus before the date of the final exam. I will not give any makeup exams for the final.

ATTENDANCE POLICY:

It is very important that you attend class regularly. Frequent absence will have a significant negative impact on your understanding of the material, and therefore on your grade in the class. If you are absent for any reason, you are responsible for anything which was discussed in class, i.e., you have to get the notes from someone, and be sure that you have read the material that you missed and that you understand it. You are, of course, welcome to come to my office and discuss anything that you don’t understand. You are also responsible for finding out what (if any) announcements were made in any class that you are absent from.

**I do not approve of students coming to class late or leaving class early without prior permission from me. I consider this disruptive behavior, and if it occurs repeatedly, I will ask the registrar to withdraw you from the class.**
ACADEMIC DISHONESTY:

Academic dishonesty, a basis for disciplinary action, includes but is not limited to activities such as cheating and plagiarism (presenting as one's own the intellectual or creative accomplishments of another without giving credit to the source or sources.

The faculty member in whose course or under whose tutelage an act of academic dishonesty occurs has the option of failing the student for the academic hours in question, or for any components or requirements for that course. Departments, schools, and colleges may have provisions for more severe penalties. Emporia State University may impose penalties for academic dishonesty up to and including expulsion from the University.

In addition, the faculty member shall notify his/her department chair of the infraction. The department chair shall forward a report of the infraction to the Vice President for Academic Affairs. The Vice President for Academic Affairs shall act as the record keeper for student academic infractions. The Vice President for Academic Affairs will notify the student in writing that an infraction has been reported, and notify the student, the department chair, and the faculty member that initiated the proceedings, of any additional action taken. Should a single infraction be so egregious, or should a student have a record of multiple infractions, the Vice President for Academic Affairs may impose additional penalties, including expulsion of the student from the University.

The student has the right to appeal the charge of academic dishonesty. The department chair shall inform the student in writing, of this right to appeal, and of the appropriate appeals procedures (see University Policy Manual: Academic Appeals Policy).

Prior to the beginning of the next academic year, the office of the Vice President for Academic Affairs shall send the Chair of the Academic Affairs Committee of the Faculty Senate a list containing nonspecific student identifiers, such as Student 1, Student 2, etc., their specific academic infraction(s) reported to the Vice President's office, the total number of infractions that have been reported for each student, and any actions taken by the Vice President for Academic Affairs.

Faculty Senate Bill 05002, Passed by Faculty Senate 1/17/06, Approved by President 2/7/06

BUSINESS CORE POLICY EFFECTIVE FALL 2008

Students admitted to the School of Business in Fall 2008 and later must have a minimum 2.35 cumulative grade-point average at the time of admission. Students graduating from the School of Business must have a minimum 2.35 cumulative grade-point average and also a 2.35 minimum grade-point average in the School of Business Core Curriculum courses.

Students who were admitted to the School of Business prior to Fall 2008 have to meet different requirements, and they should check with the Business Advising Center in Cremer Hall Room 207 to find out exactly what requirements they have to meet.

BC 104 A is part of the Business core curriculum
COURSE OUTLINE

I try to cover the following major content areas listed in the course topics below. Depending on how fast (or slow) our progress is throughout the semester, I may drop some topics listed below, or add some topics (if we have the time to discuss them).

TOPICS:

1. Graphing: A brief Review
   - Graphs of a Single Variable
   - Graphs of Two Variables: The Coordinate System
   - Curves in the Coordinate System
   - Slope
   - Cause and Effect

   Appendix to chapter 2

2. Interdependence and the Gains from Trade
   A Parable for the Modern Economy
   Comparative Advantage: The Driving Force of Specialization
   Applications of Comparative Advantage

   Chapter 3

3. The Market Forces of Supply and Demand
   Markets and Competition
   Demand
   Supply
   Supply and Demand Together
   How Prices Allocate Resources

   Chapter 4

4. Elasticity and its Applications
   The Elasticity of Demand
   The Elasticity of Supply
   Three Applications of Supply, Demand, and Elasticity

   Chapter 5

5. Supply, Demand, and Government Policies
   Controls on Price

   Chapter 6

6. Consumers, Producers, and the Efficiency of Markets
   Consumer Surplus
   Producer Surplus
   Market Efficiency

   Chapter 7

7. Application: International Trade
   The Determinants of Trade
   The Winners and Losers from Trade
   The Arguments for Restricting Trade

   Chapter 9
8. Externalities
   Externalities and Market Efficiency
   Public Policies toward Externalities
   Private Solutions to Externalities

9. Public Goods and Common Resources
   The Different Kinds of Goods
   Public Goods
   Common Resources
   The Importance of Property Rights

10. The Cost of Production
    What Are Costs
    Production and Costs
    The Various Measures of Cost
    Costs in the Short Run and in the Long Run

11. Firms in Competitive Markets
    What is a Competitive Market
    Profit Maximization and the Competitive Firm’s Supply Curve
    The Supply Curve in a Competitive Market

12. Monopoly
    Why Monopolies Arise
    How Monopolies Make Production and Pricing Decisions
    The Welfare Cost of Monopoly
    Price Discrimination
    Public Policy toward Monopoly

13. Monopolistic Competition
    Between Monopoly and Perfect Competition
    Competition with Differentiated Products
    Advertising

14. Oligopoly
    Market with Only a Few Sellers
    The Economics of Cooperation
    Public Policy toward Oligopolies

15. The Markets for the Factors of Production
    The Demand for Labor
    The Supply of Labor
    Equilibrium in the Labor Market
    The Other Factors of Production: Land and Capital
16. The Theory of Consumer Choice

Chapter 21

The Budget Constraint: What the Consumer Can Afford
Preferences: What the Consumer Wants
Optimization: What the Consumer Chooses
Three Applications

NOTE: The above schedule and course procedures are subject to change in the event of extenuating circumstances. You will be informed about any changes when necessary.

WITHDRAWAL POLICY:

The option of the instructor to initiate student withdrawal for excessive student absences does not apply to this course. Students who wish to drop this class will have to initiate the withdrawal process themselves.

I will initiate withdrawal of a student for disruptive behavior. Example of disruptive behavior include, but are not limited to, coming to class late or walking out of class early, talking in class, using personal electronic devices like cell phones in class with permission of the instructor, etc.

The last day to drop a class with no transcript entry is Tuesday, August 28. The last day to drop a class with an automatic “W” on transcript is Wednesday, October 24. Students will not be allowed to drop the class after this date.

DISABILITY SERVICES:

Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential. The Office of Disability Services may be contacted at SE Morse Room 211, 620-341-6637 Voice, 620-341-6646 TTY, or via e-mail disabser@emporia.edu.