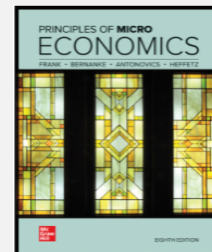




**Lincoln University**  
**ECON 20B – Principles of Economics II**  
**(Microeconomics)**  
**COURSE SYLLABUS**  
**Spring 2022**

<b>Instructor:</b>	Dr. Mohamed Tailab
<b>Lecture Schedule</b>	Tuesday, 3:30 pm – 6:15 pm
<b>Credit:</b>	3 units (45 hours of lectures)
<b>Level</b>	Introductory (I)
<b>Office Hours:</b>	Tuesday, 11:45 am – 12:30pm, 4th Floor, Room 402 Monday, 11:00 am – 12:00pm, 4th Floor, Room 402 <b>E-mail:</b> <a href="mailto:mtailab@lincolnuca.edu">mtailab@lincolnuca.edu</a> )
<b>Textbooks:</b>	Robert Frank, Ben Bernanke and Kate Antonovics, and Ori Heffetz. (2021). <b>Principles of Microeconomics</b> , 8th edition, McGraw-Hill/Irwin ISBN10: 126425038X ISBN13: 9781264250387
<b>Last Revision:</b>	December 14, 2021
<b>NOTE:</b>	This schedule is subject to change



### **Course Description**

Attention is given to microeconomic theory. A study of market structures, resource allocation, cost analysis, and socio-economic problems. Also assessed is the impact of each market arrangement upon price and output levels, resource allocation, and the rate of technological advance. Socio-economic problems as poverty, antitrust regulation, and urban problems are discussed. (3 units) Prerequisite: MATH 10

### **Course Objectives**

- Students to understand the concept, goal, scope, and fundamentals of microeconomics
- Students to understand the extent of microeconomics in the global economy environment.
- Students to understand the application of microeconomics in real business environment.
- Students to understand the advanced approaches and the trends in microeconomic analysis for decision making.
- Students to understand the specifics of global environment and its impact on management.

**Course Learning Outcomes<sup>1</sup>**

	Course learning outcomes (CLOs)	Program Learning Outcomes	Institutional Learning Outcomes	Assessment activities
1	Enable students to analyze market structures and articulate likely business strategy emanating from those market structures	PLO 2	ILO 1a, ILO 2a, ILO 4a	Assignments, Midterm/Final Exams, Market analysis
2	Employ economic mathematical models, to include calculus.	PLO 1	ILO 1a, ILO 2a	Assignments, Quizzes, Midterm/ Final exams
3	Assimilate time value concepts to calculate an array of business problems	PLO 1	ILO 1a, ILO 2a	Case Studies; Midterm and Final Exams
4	Explain Supply and Demand issues	PLO 1	ILO 1a, ILO 2a	Assignments, and Exams
5	Use relevant costs and break-even analyses in determining business strategy	PLO 4	ILO 4a, ILO 5a, ILO 6a	Assignments, Midterm/Final Exams

**Other Materials**

Large notebook, mechanical pencil, eraser, pen, simple calculator, 3” x 5” index cards, rubber bands, ruler, and tab dividers. Assignments and projects require students to actively use resources of the library. Detailed guide to business resources of the library as well as the description of Lincoln University approach to information literacy are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**Keys to Success in Principles of Economics**

The most important to success in Principles of Economics is to follow these steps:

1. Before class, read the PowerPoint slides posted on Canvas.
2. Take notes in the class; summarize the main ideas in your index cards.
3. If you are having difficulty, read the specified pages of the textbook and work through the end of chapter problems and solutions to supplement your understanding of the material.
4. If you are still facing some challenges, stop by my office either during office hours or any time by appointment through e-mail.

**Grading**

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F													
Points	95-100	90-94	87-89	84-86	80-83	77-79	74-76	70-73	67-69	60-66	0-59													
Tentative Weights	Participation		5%		Cases		10%		Homework		10%		Mid-term exam		30%		Quizzes		10%		Final Exams		35%	

**Note:** No student will get a grade above B+ without presenting, handling every homework and report, and taking the midterms. Missing the final exam will result in a failing grade for the course, no matter how much points you have accumulated.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### **Classroom Protocol**

Students are expected to arrive on time and be prepared to take quiz and participate. If for some reason you are running late, do not skip the class. I prefer that you come late than not at all. If you must leave class early, please tell the instructor before class starts. If you cannot attend the class or other activities such as homework or quizzes for a strong reason, please inform the instructor in advance so that arrangements can be made to complete any missed work after the absence. All communication and electronic devices should be turned off or silent in the classroom (cell phones, music devices, etc.) **Please, do not eat food in class. It is distracting to me and your fellow students. Bottled water, coffee, tea, soft drinks, etc.**

### **Homework**

The homework problems cover all chapters from 1 through 14 in the textbook. The assignments will be posted on canvas. After each deadline, assignments will no longer be accepted. These assignments must be typed and uploaded to the e-campus platform (Canvas). They must be submitted on time. Please do not send them via email. If you did, you will not be graded. No homework will be accepted after the final due date. The first assignment is to read the course syllabus, which would be delivered by hand. Otherwise, the syllabus can be downloaded from the LU website, and is available on Canvas as well.

### **Quizzes**

Eight (8) lesson quizzes will be given at the very beginning of the class. The primary purpose of these quizzes is to encourage and reward the student's timely progress through the course materials. Each lesson quiz covers only the material for the previous lecture. Each lesson quiz consists of some combination of true/false, multiple choice, and calculated questions. Only the 5 best out of the 8 possible quiz scores will be used in determining a student's final grade. **There will be no makeup quizzes given.**

### **Market analysis**

The project will be assigned as an individual project. Each student will discuss his/her chosen market, highlighting the supply curve, the demand curve, government involvement and the current factors affecting the selected market. Students will be expected to make use of the library and its resources for this project. LU Library is offering a workshop related to this project: (Introduction to Library Resources). So, students are encouraged to attend these workshops to learn how to access to online resources. Be advised that this is not a research paper; it is a presentation where you present your ability to translate your observations into graphs and equations.

### **Exams**

Two exams [**Written Essay Exams and Closed Book**] will be given throughout the course. Each exam will run for two hours. Please note that the exams will be given from [**3:30pm - 5:30 pm**]. If you need additional time on an exam because of a university-recognized disability, I must be informed directly by the admission office. I will make whatever accommodations are recommended by them. The exams are not comprehensive and will cover only the materials indicated in the box below. Students are expected to take all exams at the scheduled time in the classroom. If a student is unable to take an exam at the scheduled time due to an emergency or extenuating circumstance, the student can take the exam during the instructor's office hours. **Missing the final exam will result in a failing grade for the course, no matter how much points you have accumulated.**

**Exams Preparation**

In order to perform well on exams, the students must study as a group. One week before each exam, a sample exam with solutions will be posted on canvas. These sample exams will assist the students in preparing for the exams. Students **MUST** come to the exam with a pencil, eraser, and a simple calculator (cell phones will not be allowed as calculators).

**Cheating and Plagiarism**

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service. Penalties for cheating and plagiarism range from a 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

**Academic Honesty**

In the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property. Accordingly, Lincoln expects the highest standards of honesty and integrity from all members of the academic community. As a student, you must know that all forms of cheating, falsification, and plagiarism are against the rules of this course and of Lincoln University. It is your responsibility for asking the instructor for clarification, if you are not sure of what constitutes academic dishonesty are.

**Discussion and Participation**

Participation includes preparing for class, completing assignments on time, engaging in class discussions and team presentations and homework explanations. Students are expected to be prepared for and participate in each week. You would lose some participation points if you were absent without informing the instructor, and if your behavior in the class obstructs other students to learn by leaving and returning to class while it is in session.

**Extra Help**

If you find the course material challenging, please see me anytime. So, I can help you by clarifying lecture material. Additionally, do not wait to see me, if you are struggling.

**Methods of Instruction**

The instructor will conduct the course by giving lectures, facilitating solutions to in-class exercises, and conducting discussions to encourage class participation by students. Students must read each chapter before class according to the tentative schedule provided (see below), and they are responsible to ask questions and request clarifications during the class session. The PowerPoint slides are designed to give students a head start in learning course materials, but they are not intended to substitute.

**Self-Assessment**

To evaluate student performance, indirect measures of student learning will be done at the end of the semester by distributing a Self-Assessment Questionnaire(SAQ). Through this self-

assessment, students will get a chance to think about their own progress and find ways to change, adapt or improve it. However, as for the instructor, this SAQ will be utilized as a vehicle for giving feedback on learning abilities.

### E-mail and Canvas

E-mail and Canvas are required for this course. E-mail is the best way to contact the instructor. E-mails are generally answered within 24 hours during the week. If you do not hear from me within that time, please contact me again. Students are required to use their university e-mail for correspondence and are responsible for checking their account daily for correspondence from the lecturer.

### Work Ethics

Lincoln University instructs and evaluates students on work ethics. These work ethics have been identified and defined as essential for student success: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect, and teamwork. So, Lincoln University' students are expected to adhere to the highest standards of these 10 character traits in their behavior as well as their coursework.

### Recommendation Letters

Students are eligible to apply for a Board Trustees Scholarship. This scholarship is awarded from funds provided by the University. The instructor gives only two recommendation letters one week before the semester ends. The best candidates should match the work ethics.

### Early Course Performance

The instructor uses Early Warning Form to advise students if they are not performing to his stratification for the course. Students who perform poorly on the midterm examination will be the subject of this form. This Form emphasizes that my concern is on learning the material-not just the grade. To be complete, you and the instructor should each sign the form (It is not mandatory). This will help ensure there can be no misunderstanding.

### Course Schedule

Week	Activities	
	<b>PART 1: Introduction</b>	
24-Jan	Introduction to the course (Syllabus) Thinking Like an Economist	Ch.1
31-Jan	Comparative Advantage	Ch.2
7-Feb	Supply and Demand	Ch.3
	<b>PART 2: Competition and the Invisible Hand</b>	
14-Feb	Elasticity	Ch.4
<b>21-Feb</b>	<b>President's Day (Holiday)</b>	
28-Feb	Demand	Ch.5
7-Mar	Perfectly Competitive Supply	Ch.6
14-Mar	Efficiency, Exchange, and the Invisible Hand in Action	Ch.7
<b>21-Mar</b>	<b>Midterm Exam</b>	
	<b>PART 3: Market Imperfections</b>	
28-Mar	Monopoly, Oligopoly, and Monopolistic Competition	Ch.8
4-Apr	Games and Strategic Behavior	Ch.9
11-Apr	An Introduction to Behavioral Economics	Ch.10
18-Apr	Externalities, Property Rights, and the Environment	Ch.11

<b>PART 4: Economics of Public Policy</b>		
25-Apr	The Economics of Information	Ch.12
2-May	Labor Markets, Poverty, and Income Distribution	Ch.13
9-May	<b>Final Exam</b>	

### About the instructor

**Mohamed Tailab** is an Assistant Professor of Business Administration, Finance, and Accounting at Lincoln University. He received both his BS and MS (Accounting) from Al-Jabal Al-Gharbi University (Libya), and his DBA (Business Administration: Finance and Investment) from Lincoln University. Prior to coming to Lincoln University, Tailab was a lecturer in the Accounting Department at Al-Jabal Al-Gharbi University (Libya). He has accumulated more than fifteen years of experience in academia where he taught various undergraduate and graduate business classes, as well as he performed a lot of work using a software program called the Global Business Simulation (GLO-BUS), which is an automated, online program that simulates the operation of a company. His students earned (Top five) ranking within the top 100 worldwide for GLO-BUS performance.

Tailab's work focuses mostly upon the corporate disclosures (mandatory, voluntary) by combining machine learning and applied linguistics to model the ability of textual information content in annual firms reports to predict the market reaction. His research goal is to help shareholders be aware if CEOs and management writers use language to manipulate them. Also, he is working on the application of partial least squares structural equation modeling (PLS-SEM) in business research. During his academic journey, Tailab has authored and co-authored three textbooks and various research papers in peer-refereed local and international academic journals and participated in diversity conferences.