

CORNELL UNIVERSITY  
S. C. Johnson College of Business



## SYLLABUS

*Microeconomics for Management*  
NCCT 5020 - FALL 2019

---

Professor: Sofia Kalantzi

Course Assistants : Yujie Feng (yf342@cornell.edu), Pengfei Zhang (pz82@cornell.edu)

Contact Info: sk2922@cornell.edu (NOTE: All class correspondence will be sent to your Cornell e-mail accounts)

Course's Webpage: Canvas

Office: Sage Hall 364

Office Hours: Oct. 4th, 7:00PM-8:00PM; Oct. 7th, 8:00PM-9:00PM; Oct. 15th, 9:00PM-10:00PM

TA sessions: Optional. Please check the schedule for details

Required Text: Pindyck, Robert S., and Rubinfeld, Daniel L., MICROECONOMICS, 9th Edition, Pearson

---

## COURSE DESCRIPTION

*Microeconomics for management* is a *three-credit course* that is meant to initiate you into the basic tools of optimal pricing decisions by firms and the key issues of modern industries, as well as the tools of economic policy, and the modern economic environment at which firms operate.

The class is divided into two parts; in the first part, we will analyze the pricing behavior of firms, operating under perfect competition, monopoly, monopolistic competition and oligopoly, and examine the challenges faced at the industry level.

In the second part of the class, we will build our knowledge of the macro-economy. In particular, we will analyze the cause of business cycles, the nature of recessions and expansions, and how policy-makers use monetary and fiscal policy to stabilize the economy. Finally, we will talk about international markets and the determination of exchange rates.

To this end, you will have the tools to explain, analyze, and understand the way firms set their production plans while operating in an economic environment challenged by complicated phenomena such as the world-wide financial crisis that started in 2007.

## COURSE REQUIREMENTS AND POLICIES

READINGS. Course materials are drawn from the following sources:

1. Slides posted on Canvas. Those will be posted on Canvas on the day before each lecture. Printouts will be available in each class.
2. Required textbook and required readings as stated in the “COURSE OUTLINE” section.
3. Mandatory readings posted on Canvas (articles and essays from newspapers and journals). They will be uploaded on Canvas on September 28th. Not all lectures will have readings. You are required to prepare for each class those readings. Moreover, please keep in mind that those readings are not meant to update you on the current news and events. Their purpose is to help us understand how to apply everything we learn in class to the real world.

GRADING POLICY. The grade that you get in the class will represent your overall efforts. Your final grade will be determined as follows:

Professionalism	(10%)
Quizzes	(40%)
Final exam	(50%)

QUIZZES. There will be *three* quizzes during the lecture time lasting 30 to 45 minutes. Please read the “Course Calendar” section at the end of the syllabus for more details regarding the dates of the quizzes. They will constitute 40% of the final grade. This weight is going to be distributed as follows:

- your 1<sup>st</sup> best quiz will have a 25% weight,
- your 2<sup>nd</sup> best quiz will have a 10% weight,
- your 3<sup>rd</sup> best quiz will have a 5% weight.

Please bear in mind that all quizzes are mandatory. Moreover, there will be no make-up quizzes. If there is an extremely important reason that prevents you from taking one of the quizzes (like for example a health issue), then the 40% weight will be equally distributed among the remaining quizzes. Otherwise, if you miss any one of the quizzes for any other reason you will get a zero grade on that quiz.

The quizzes will include multiple choice questions and short answer questions-problems. Their structure is similar to the format of the final exam. What you should demonstrate in those quizzes is your ability to think critically and logically.

Sample questions to help you prepare for the quizzes will be uploaded on Canvas two days before the day of the quiz.

Moreover, the course assistant will go over the answers of the quizzes during the review session following the quiz.

The purpose of the quizzes is to help you monitor your progress and get ready for the final exam, as well as help with your final grade.

EXAM. There is one, *cumulative* final exam for this course on October 16<sup>th</sup>, from 1:00PM-4:00PM. Please check the schedule for more details. The exam covers only 50% of your final grade.

The exam is closed - book. However, you are allowed to bring one, double-sided, hand-written “cheat sheet” for the exam. Moreover, as a kind reminder, please do not forget to bring your own pocket calculator to the exam. No cell-phone will be allowed.

The review session the day before the final exam will be dedicated in reviewing the material for the final exam.

## ACADEMIC POLICIES

ACADEMIC DISHONESTY. In order to protect and maintain a superior learning environment at Samuel Curtis Johnson Graduate School of Management, please make sure that your work is in accordance with the university policies. In order to familiarize yourself with the Cornell University's Academic Honesty Policy, please see:

<http://cuinfo.cornell.edu/aic.cfm>. Forms of academic dishonesty include plagiarism, fabrication, cheating, and academic misconduct. If you have any doubts or questions, please, consult also with me.

COURSE EVALUATION. Your feedback about the course and instructor is the only way instructors and academic units can improve the quality of a course and its content.

ATTENDANCE POLICY. The exam will consist, in large part, of the material covered in the lecture. It is for your own benefit to attend all lectures. Frequent absences will affect your final grade as they affect the *professionalism* part of your grade.

CODE OF CONDUCT. You are professionals and I am certain that no issues will emerge. However, just as a reminder let's try **not to do** any of the following:

- Show up late for any reason.
- Use electronic devices such as laptops, tablets, phones during the lecture.
- Talk/whisper to the people around during the lecture.
- Leave the room for any reason during the lecture.

Keeping those expectations in mind is a way to contribute in creating a highly professional and academic environment that is worth of our investment.

## COURSE OUTLINE <sup>1</sup>

<u>DATE</u>	<u>TOPIC</u>	<u>READINGS</u>
Ses. 1; Oct. 2	Lect. 1: Supply and demand Lect. 2: Production Lect. 3: The cost of production	Ch. 2 (21-48) Ch. 6 (187-206, 209-211) Ch. 7 (215-223)
Ses. 2; Oct. 4	Lect. 4: The cost of production Lect. 5: The cost of production Lect. 6: Profit max. and competitive supply	Ch.7 (223-229) Ch.7 (239-245) Ch.8 (267-278)
Ses. 3; Oct. 6	Lect. 7: Profit max. and competitive supply Lect. 8: Profit max. and competitive supply Lect. 9: Market power: monopoly and monopsony	Ch. 8 (280-294) Ch.8 (294-298) Ch. 10 (347-355)
Ses. 4; Oct. 7	Lect. 10: Market power: monopoly and monopsony Lect. 11: Market power: monopoly and monopsony Lect. 12: Pricing with market power	Ch. 10 (358-372) Ch. 10 (372-380) Ch. 11 (391-402)
Ses. 5; Oct. 12	Lect. 13: Pricing with market power Lect. 14: Monopolistic competition and oligopoly Lect. 15: Monopolistic competition and oligopoly	Ch. 11 (402-410, 421-424) Ch. 12 (443-453) Ch. 12 (453-460)
Ses. 6; Oct. 13	Lect. 16: Monopolistic competition and oligopoly Lect. 17: Aggregate economy and GDP Lect. 18: Monetary policy	Ch. 12 (468-474) slides slides
Ses. 7; Oct. 14	Lect. 19: Business cycles Lect. 20: Business cycles Lect. 21: Macroeconomic policy	slides slides slides
Ses. 8; Oct. 15	Lect. 22: Money creation and prices Lect. 23: Exchange rates and international economics Lect. 24: Exchange rates and international economics	slides slides slides

---

<sup>1</sup>This is a tentative plan that we will follow in general. Moreover, if we will not be able to finish a day's topic we will complete it at the beginning of the next lecture.

**COURSE CALENDAR**

<b><u>DATE</u></b>	<b><u>EVENT</u></b>
Oct. 6	Quiz 1
Oct. 12	Quiz 2
Oct. 14	Quiz 3
<b>Oct. 16</b>	<b>Final Exam</b>

**Enjoy the program!**