Faculty: SHANE MOSHIRI
ECNM 592. 12 MS
ECONOMIC CONCEPTS
SESSION A
Spring 2015
TUESDAYS 1:00-5:00 PM
MALIBU CAMPUS

SYLLABUS
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Course Outline
This is an applied course in business economics. The course surveys the major principles of Microeconomics at the intermediate level. The objective of the course is to help students acquire a systematic understanding of the operations of the market economy. Who determines what will be produced and how much? How prices and wages are determined and why are they continually changing? What are the characteristic features of competitive markets as opposed to monopolistic ones?  
The first part of this course will be devoted to the study of methodology of economic analysis aimed at familiarizing students with the economic way of thinking. In the course of the session, in the Managerial Economics class, we will learn a wide variety of economic models that will be used to explain, analyze, and predict and the process of resource allocation, determination of output and pricing decisions under the condition of resource scarcity.

Course Objectives
By the end of this class you should be able to  

1. Learn the economic way of thinking and formulation of business decisions and strategy  
2. To learn the theoretical foundation of Microeconomic theories  
3. Apply economic theory to understand and analyze business decisions  
4. Develop critical and analytical thinking skills and provide students with a methodical approach by which the short run and long run strategic production plans are developed  
5. Gain an understanding of optimal resource usage under perfect and imperfect market structures  
6. How use the scarce resources to optimize production  

Required Text
ISBN: 978-0-07-802171-8
**Suggested Readings**

For coverage of business news students are advised to read the following publications: the *Wall Street Journal*, *Margin Magazine*, *Barrens*, *the Economists*, or *the Business Week*.

**Economic Journals**

There exist numerous scholarly economics journals written for peer review. These are far too technical for introductory and intermediate students. However, the following publications provide general, non-specialized, and in-depth treatment of recent developments in economics and economic policy debates. There are frequent contributions by conservative and liberal economists. These include:

- *Challenge Magazine*. Unlike *Business Week* or the *Economist*, this is a news magazine. It covers economic policy debates. It also includes "Recommendation for Further Reading."
- *Journal of Economic Perspectives*--Many of the papers in JEP is commissioned surveys for non-specialists and most are written by well-known experts in the field. It contains recommendation for further readings.
- *American Economic Review*. Only the May issues are accessible to non-specialist. The AER publishes articles presented in the preceding January at the annual meeting of an *American Economic Association*.
- *Journal of Economic Literature*. This is a great place to begin research for term paper. The JEL is a reference publication that includes current articles in economics, book reviews, and article abstracts.

**Sources for Research**

The following Publications contain wealth of comprehensive data for research. They Include:

- *Statistical Abstract of the United States* (description of features of the U.S economy.)
- *Survey of Consumer Expenditure*, *University of Michigan Survey Research Center*.
- *National Longitudinal Survey of Labor Force Behavior, by center for Human Resource Development at Ohio State University*
- *Economic Report of the President*
- *Survey of Current Business*.
- *Historical Abstract of United States*.
- *National Bureau of Economic Research, Index of Leading Indicators*
- *National Association of Business Economists*.
- *Various publications by the United Nations*
- *The IMF Survey*. 
Grading Policy: Method of Evaluation
There will be two exams of multiple choice variety (i.e., objective tests) as well as two (2) quizzes. The exams and quizzes will cover both lectures as well as text materials. Students are required to take the tests on the scheduled dates and times as no “make-up,” or, “incomplete” will be given.

- Students are expected to study the assigned chapters of the textbook fully and thoroughly independent of class discussions and lectures.
- Tests/Exams cannot be re-taken once administered.

Final grades will be determined according to the following breakdown. A "class curve" will not be used to affect or determine the final grades.

<table>
<thead>
<tr>
<th>Test</th>
<th>Points</th>
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<tbody>
<tr>
<td>Test 1</td>
<td>20</td>
</tr>
<tr>
<td>Test 2</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam. (Cumulative)</td>
<td>40</td>
</tr>
<tr>
<td>On-line Survey (due Feb. 10)</td>
<td>2</td>
</tr>
<tr>
<td>Attendance</td>
<td>2</td>
</tr>
</tbody>
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There will be a total of 84 points available.

Attendance and Evaluation
Those with perfect attendance who choose to complete the on-line evaluation will receive the assigned points.

Grading Policy
A university grading scale will be used in determination of the final course grade. A class curve will not be used to determine or affect the final grade. The following ranges will illustrate the grading criterion:

94- 100% = A
90- 93% = A-
87-89% = B+
83-86% = B
80-82% = B-
77-79% = C+
73-76% = C
70-72% = C-
67-69% = D+
63-66% = D
60-62% = D-
<60% = F
**Caveat**

Test scores are the primary indicators of a student academic performance in a class. More specifically, class performance is evaluated primarily on the bases of test scores. A grade of a “C” on the mid-term should be treated seriously as a “red flag.” Based on probability laws, the likelihood of improving test score on the subsequent tests/exams is rather small.

In such a circumstance, there are basically two options: a) re-evaluatinon one’s studying habits and devoting significantly more time to study; or, b) dropping the course.

Final course grades are not guaranteed.

Students whose grade on the mid-term is less than a C are strongly advised to contact the instructor for feedback and possible arrangement for tutorials.

**Assignments**

In order to deepen understanding of the topics to be covered in class and ensure satisfactory performance on the tests, students are strongly advised to spend a minimum of two (2) hours (per chapter) on the assigned MCQs and T&F questions as well as the essay problems contained in the “Student Workbook” available the publisher’s website: www.mhhe.com/thomas10e. The assignments will not be collected since the answers to the MCQs questions/problems are provided on the publisher’s website. Students are encouraged to raise questions regarding the assignments in class or during the office hours.

**Attendance**

Students are expected to attend all the scheduled meetings.

- The following represents the rule of conduct provided by the university.

**Conduct**

"The university expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:
Dishonesty in any form, including plagiarism illegal copying of software, and knowingly furnishing false information to the University.
Forgery, alteration, or misuse of University documents, records, or identification.
Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
Interference with the academic or administrative process of the University or any of the approved activities.
Otherwise unprotected behavior that disrupts the classroom environment. Theft or damage to property.
Violation of civil or criminal codes of local, state, or federal governments.

Unauthorized use of or entry into University facilities. Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:
Dismissal separation of the student from the University on a permanent basis.
Suspension separation of the student from the University for a specified length of time.
Probation status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation. ” GSBM Catalog, pgs. 160-161.

Policy on Disabilities
Assistance for Students with Disabilities

"Students with disabilities, whether mental or physical, are encouraged to contact the Equal Opportunity Office before the academic year begins or soon after classes are in session. This office will assist each student by providing general information about campus facilities and available resources. The office will assist in providing reasonable accommodation to students with disabilities pursuant to applicable laws. Inquiries should be directed to equal opportunity officer, Dr. Calvin H. Bowers, (310) 456-4208. (Students who wish to file a formal grievance should refer to the "Nondiscrimination Policy," which is listed in the "Legal Notices" section of this catalog) at GSBM Catalog, pg. 29.

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The following outline will serve to organize the seven weeks of the session. The exam dates are tentative and may be changed if the need arises. In addition to the following, some supplemental (required) readings may be assigned in due course.
January 6
Introductory remarks. Economic Thinking and Methodology. Scarcity, Choice and the tenets of Market Economy........................................Lecture Foundations of Economics, Managers Profits and Markets..............................................................Ch 1
Assignment: Student Workbook (SWB). Answer all MCQs and T &F. Technical Problems: 1, 2, and 3.

January 13
Understanding individual Markets: Demand and Supply Estimation and Forecasting.........................................................Ch 2
Assignment: SWB: Read Ch. 2. Do all MCQs and T& F. Technical Problems:1, and 9.

January 20
Test 1. Chapters 1 and 2. (30 minutes)
Product Demand: Elasticity of Demand and Supply..................................................Ch 6

January 27
Cost Analysis.
Costs of Production: Short run.................................................Ch 8
Assignment: SWB. All MCQs and T & F.
Technical Problems: 2, 6, and 8.

February 3
Test 2. Chapter 6 and 8. (30 minutes)
Price and Output Determination: Pure Competition.................................................... Ch 11
Free Trade and International Trade Barriers*

- Tariff
- Quota
- Non tariff trade Barriers

**Pages: 392-426.**

**Assignment:** SWB. All MCQs and T &F.

**Technical Problems:** 1, 2, and 4.

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**February 10**

Managerial Decisions for Firms With Market Power

- Monopoly
- Monopolist Competition

**Pages: 448-481.**

**Assignment:** Ch. 12. SWB. all MCQs and T & F

**Technical Problems:** 4, 5, and 7.

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**February 17**

Final.

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* The topics are supplemental to the text. They will be covered during lecture.

** Tentatively Scheduled.
**Important Dates**

January 20  
Test 1. Chapters 1 and 2. (30 minutes)

February 3  
Test 2. Chapter 6 and 8. (30 minutes)

February 10  
Screen shot of Survey deliverable.

February 17  
Final. Cumulative.

- Consumption will be restricted only to beverages of your choice during class.
- The use of Laptop computers will not be helpful in this course. For this reason, computers (and the cell phones) will be in the off mode during class.
- No Audio or Video recording of the lecturers is allowed without prior consent of the instructor.
• **Note**: The scheduled dates for the lectures, quizzes, and the midterm are *tentative* and maybe changed if the need arises. If necessary, the right is reserved to amend or modify the above course syllabus in parts in the course of the trimester.