Course Description

The course is intended to familiarize you with the basic economic models of consumers, firms, and markets. We will discuss the determinants of the behavior of households and firms, the choices they face and the decisions they make, the effects of public policy on behavior, and several standard and not-so-standard real-world applications. We will use conceptual, graphical, and mathematical techniques throughout the course. You should be familiar with univariate calculus. In addition, you should master the basics of multivariate calculus within the first week of class.

Something important to keep in mind: In price theory, we tend to work in “model world.” Although people may not always appear to act rationally (except for your prof, of course!), we will assume that they do for purposes of this course. We will build models of behavior premised upon this assumption. Once you take econometrics, you can test these models empirically. For now, however, spend your time and energy trying to understand the theoretical models and concepts. These may appear simple. In fact, they are complex and subtle. All too often, unwary students will think they understand their notes and the texts but will not do well on exams. The best way to conquer this course — as is true for so many things -- is to practice. Attack lots of problems, figure out where you are confused, work through the confusion, repeat.

Suggestions for Success

Read through the assignment at least twice.
Carefully rewrite your notes soon after class.
Carefully work through assigned problem sets.
Work in study groups
Ask questions during class and office hours.
Go to review sessions.

Evaluation

I will evaluate you explicitly on the basis of two term exams and a final exam. Questions on exams may come directly from class without any supporting textual material; questions may also come from the text without any class discussion. PLEASE NOTE THAT THE EXAMS WILL BE GIVEN OUTSIDE OF CLASS ON THE DAYS INDICATED. IF YOU HAVE A CONFLICT WITH BOTH TIMES FOR THE EXAM, LET ME KNOW ASAP.

I will also assign several problem sets. You can choose whether to do them; however, you are an extreme risk-taker if you try the course without taking a serious stab at the problem sets. I will not correct your problem sets, but I will check to see if you have made substantial progress in trying to answer them. Although I will not offer answer keys, I will be glad to discuss the problem sets in class or during office hours. By the same token, David Stillerman (the excellent TA for the price theory course) will be available to help you work through concepts relating to problem sets during the review sessions, but he will not provide answers. Struggling through the problem sets (and the in-class exercises) and pondering how to craft logical solutions is one of the very best ways to prepare for the exams.

I will place problem sets in the course folder. Students who turn in written answers to all problem sets –good-faith attempts, only, please! – in class on the relevant due date (no exceptions) will be graded via the following formula:

\[
\text{grade} = \max \begin{bmatrix}
0.3p_1 + 0.3p_2 + 0.4p_3 \\
0.3p_1 + 0.7p_3 \\
0.3p_2 + 0.7p_3
\end{bmatrix}
\]
where \( p_1 = \) points received on midterm 1
\( p_2 = \) points received on midterm 2
\( p_3 = \) points received on final exam.

Students who do not satisfy the above criteria will be graded via the alternative formula:

\[
\text{grade} = .3p_1 + .3p_2 + .4p_3
\]

In addition to the formal problem sets, I have put together a set of in-class exercises. I will bring these to class and we will work through them together.

**NOTE:** BE SURE TO CHECK EMAIL FREQUENTLY. I sometimes correspond with you electronically to clarify points raised in class, answer questions, or make announcements.

**NOTE:** We will be interviewing several tenure-track job candidates this term. We very much want students to be involved – taking candidates to lunch, coming to job talks, and the like. So please be watching your email for dates! THANK YOU!

**Readings**

**Required:**
Robert Frank, *Microeconomics and Behavior*, page numbers are for 8th ed., please see “errors in Frank” in the course folder for 5th, 6th and 7th ed. page differences – including for problem sets; other material in course folder

Recommended: Your microeconomics principles text; any calculus text


**Course Outline**

Frank readings are in parentheses; course folder readings are indicated. Other readings are optional but might interest you; most are in the library but not on reserve (try JSTOR or ECONLIT for journal articles without exact citations). **NOTE:** YOU SHOULD READ THE REQUIRED READINGS LISTED UNDER THE DATE BEFORE THE CLASS HELD ON THAT DATE (except for day 1, of course)!

**PART 1: FUNDAMENTALS**

Jan. 7: **Introduction**
Read this syllabus and bring questions to next class (or email me)

*BASIC MATH (FOLDER) – READ THIS. **REALLY. IT IS INCREDIBLY USEFUL, ESPECIALLY IF YOU HAVE NOT HAD MULTIVARIATE CALC. IT GOES THROUGH VIRTUALLY ALL THE MATH YOU NEED TO KNOW FOR THIS CLASS.**

Jan. 9: **A little review, cost-benefit approach, supply and demand** (Ch. 1, 2; Ch. 4, pp. 109-111)

*Exercise 1*
Frankmistake 1 (FOLDER)
Frankmistake 2 (FOLDER)
Friedman, Milton, "The Methodology of Positive Economics" (FOLDER)
Becker, Gary, "The Economic Approach to Human Behavior" (FOLDER)

*Problem Set 1 assigned (due Jan 14)*
PART 2: CONSUMER THEORY

Jan. 14: Budget constraints, indifference curves (Ch. 3)
   Exercise 2
   Problem Set 2 assigned (due Jan 16)

Jan. 16: Utility maximization, Lagrangeans (Ch. 3 appendix)
   Exercise 3
   Problem Set 3 assigned (due Jan 21)

Jan. 21: Comparative statics, Engel curves, income and substitution effects (Ch. 4 to p. 109)
   Exercise 4
   Sub.income.effects 1 (FOLDER)
   Sub.income.effects 2 (FOLDER)
   Slutsky (FOLDER)
   Problem Set 4 assigned (due Jan 23)

Jan. 23: Elasticities, index number problem, consumer surplus (Ch. 4, pp. 111ff; Ch. 5 to p. 154)
   Exercise 5
   Elasticities (FOLDER)
   Consumer surplus (FOLDER)
   EV and CV, D curves (FOLDER)
   Problem Set 5 assigned (due Jan 28)

Jan. 28: Intertemporal choice, risk, uncertainty, expected utility (Ch. 5, pp. 154ff; Ch. 6)
   Exercise 6
   Finance.model (FOLDER)
   (opt) Friedman and Savage, “The Utility Analysis of Choices Involving Risk,” JPE Aug. 1948
   (opt) McCloskey, “English Open Fields as Behavior toward Risk,” Res Ec Hist, Fall 1976
   Problem Set 6 assigned (due Jan 29 WEDNESDAY at noon in Jenny’s office)

Jan. 30: Finish up standard consumer theory, revealed preference, limitations of standard theory, review
   (skim Ch. 7, 8)

   Midterm Exam 1 (old exams in FOLDER)—Jan. 30 (3:30-7, 7-10:30)
PART 3: THEORY OF THE FIRM

Feb. 4: Production functions (Ch. 9)
   Exercise 7
Problem Set 7 assigned (due Feb 11)

Feb. 6: Cost curves and cost minimization (Ch. 10)
   Exercise 8
Problem Set 8 assigned (due Feb 13)

Feb 11-13: Perfect competition (Ch. 11)
   Exercise 9
Problem Set 9 assigned (due Feb 18)

Feb. 13-18: Monopoly (Ch. 12)
   Exercise 10
   (opt)Oi, “A Disneyland Dilemma,” Quar. J. Econ., vol. 85
Problem set 10 assigned (due Feb 19 WEDNESDAY noon Jenny’s office)

Feb. 20: Review

Midterm Exam 2 – Feb. 20 (3:30-7, 7-10:30)

Feb. 25: Monopolistic competition, oligopoly, game theory (Ch. 13)
   Exercise 11
   Circle problem (FOLDER)
   (opt)Rothschild, “Models of Market Organization with Imperfect Information,” JPE 1973

Feb. 27: Factor markets (Ch. 14, 15)
   Exercise 12
Problem Set 11 (due Mar 4)
PART 4: GENERAL EQUILIBRIUM AND SPECIAL TOPICS

Mar. 4: Pure exchange, Edgeworth box, general equilibrium (Ch. 18W – online, also in FOLDER)
  Exercise 13
  Edgeworth box diagram (FOLDER)
  Production E box (FOLDER)
  Optimal product mix (FOLDER)
Problem Set 12 assigned (due Mar 6)
Mar. 6: Public goods, externalities (Ch. 16, 17)
  Exercise 14

Mar. 11: Review

  Final Exam during regular exam time (Sun., Mar. 16, 3:30-6 pm), no self-scheduling

  Exam Rules and Honorable Behavior
  • All books and notes relevant for the exam are to be out of eyesight during the entire exam.
  • Do NOT talk with ANY student about ANY ASPECT of the exam until after I hand your corrected exams back.
  • You may use your own calculator PROVIDED THAT IT IS NOT A GRAPHING CALCULATOR AND THAT IT DOES NOT HAVE INTERNET ACCESS. I will also provide calculators. If you plan to use your own, you will need to clear it with me first (please come early to the exam).

I take these rules very seriously. If I have evidence of a rule violation, I will pursue it aggressively with the Academic Standing Committee and will argue for the strongest punishment the rules allow. That said, I have no reason to believe that anyone will behave in an untrustworthy manner.