

ECON 2010: Intro Microeconomics  
Fall 2009  
Time: T R 9:00 – 10:15 a.m.  
Place: ENGR 103

Professor: J. Robert Malko  
Office: BUS 606  
Office Hours: T R 1:30 – 2:30 p.m.  
and by appointment

**Text:**

1. Hubbard, R. Glenn and O'Brian, Anthony: Microeconomics, Second Edition, Pearson/Prentice Hall, 2008 (Paperback)
2. Wendien Thompson-Dawson, Study Guide, Pearson/Prentice Hall, 2008
3. Additional readings will be assigned during the semester from business journals, business magazines, etc.

**Exams:**

There will be four exams during the semester – three midterm exams and one final exam. Each midterm exam will cover only the material discussed since the previous midterm exam, although no attempt will be made to eliminate earlier material if it is necessary to understand the chapters under consideration. The final exam, on the other hand, will be comprehensive and will be based on material presented throughout the entire course. You will be expected to attend on exam days at the scheduled times. If you have a university activity excused absence, then you will have the option of taking a makeup exam. However, if you have a legitimate reason, such as illness excused by a physician or serious family emergency, then you will have the opportunity to make up the exam by having additional weight placed on your final exam. Please contact me before an exam if you are unable to take the exam at the scheduled time. I strongly encourage each student to take each of the three midterm exams and the final exam at the scheduled times in order to diversify your portfolio of exam grads for this course.

**Homework:**

Thoughtful and consistent consideration of the assigned homework problems will significantly facilitate your understanding of the course material. Assigned problems are to be completed before coming to class on a daily basis. Some of the assigned problems will be discussed in class and/or review sessions, although not all of them. Some problems on the exams will be based on (very similar to) assigned homework materials. Special homework/problem review sessions will be held on a periodic basis.

**Grades:**

Your final course grade will be determined on the basis of your cumulative scores on exams.

Midterm 1	100 points
Midterm 2	100 points
Midterm 3	100 points
Final Exam*	200 points
<b>Total</b>	<b>400 points</b> for course grade

**\*Note: The final exam will be assigned additional weight if the student is using the final exam as an excused makeup exam for a midterm exam. If a student takes all three midterm exams, the lowest score for a midterm is dropped.**

**Other Issues:** Actions or requests concerning additions, late withdrawals, incompletes, and cheating will be addressed in strict accordance with established University policy. Cheating will not be tolerated. If you get caught cheating, you will be expelled from the course and you will receive a grade of F.

**Special Accommodations:** Students requiring special accommodations – because of documented disabilities – should see me as soon as feasible to arrange appropriate accommodations for test taking.

<b>Date</b>	<b>Reading Assignment</b>	<b>Problems from Text Book</b>
8/25/09	Chapter 3: Demand and Supply	All Review Questions
	Chapter 4: Economics Efficiency	All Review Questions
	Chapter 5: Externalities	All Review Questions
	Chapter 6: Elasticity	All Review Questions; 3.4, 3.5, 4.3, 4.5, 5.3, 6.3
	Chapter 9: Customer Choice	All Review Questions; 1.6, 1.9, 2.4, 3.10, 4.3, 4.5
9/22/09	Midterm Exam #1	
	Chapter 10: Production and Goods	All Review Questions; 5.3, 5.6, 5.7, 6.4
	Chapter 11: Perfectly Competitive Markets	All Review Questions 3.3, 4.3, 4.4, 5.4, 5.6, 5.7
	Chapter 12: Monopolistic Competition	All Review Questions 2.4, 3.3, 4.3, 4.4, 6.4
	Chapter 13: Oligopoly	All Review Questions
	Chapter 15: Monopoly	All Review Questions Problems: 3.3, 5.4, 5.5
	Midterm Exam #2	
10/27/09	Chapter 15: Pricing Strategy	All Review Questions
	Chapter 16: Labor Market	All Review Questions
	Chapter 7: Stock Market and Corporate Governance	All Review Questions
	Chapter 8: Multinational Firms	All Review Questions
	New Material: Some Financial Economics Concepts and Issues	
	Midterm Exam #3	
11/25/09	Review for Final Exam	
	<b>Final Exam: Thursday, December 10, 7:30-9:20 am</b>	

**Note:**

1. Additions and/or deletions to assigned problems may occur during the semester.
2. The time and place for exams may be changed in order to use "better facilities."
3. Course schedule is subject to change.

J. Robert Malko, Ph.D., CRRA  
Biographical Data

Dr. Malko is a Professor of Finance in the Huntsman School of Business at Utah State University in Logan, UT. Dr. Malko serves on the Board of Directors of the Society of Utility and Regulatory Financial Analysts and has served as President of this organization between 1988 and 1990 and Vice President between 2004 and 2006. He serves as a Faculty Associate for the Institute of Public Utilities at Michigan State University. He has served on the Board of Directors of the National Regulatory Research Institute at Ohio State University between 1997 and 2003. He has also served as Chair (1993-94) of the Transportation and Public Utilities Group of the American Economic Association. Earlier (1975-77 and 1981-86) J. Robert Malko served as Chief Economist at the Public Service Commission of Wisconsin. He also served as Chairman and Vice-Chairman of the Staff Subcommittee on Economics and Finance of the National Association of Regulatory Utility Commissioners. In 1978-80, he served as Program Manager of the Electric Utility Rate Design Study at the Electric Power Research Institute in Palo Alto, California. Dr. Malko has presented guest lectures on public utility and regulatory issues at several universities. He has carried out consulting assignments for state governments and energy utilities. Dr. Malko has appeared as an expert witness on energy utility finance and pricing issues before several regulatory commissions. He has written approximately 150 articles on public utility economics and finance that have been published in books and journals including, Forum For Applied Research and Public Policy; Journal of Business Administration; Journal of Energy Law and Policy; The Journal of Energy and Development; Energy: The International Journal; and Wisconsin Law Review. Dr. Malko is co-editor of Electric Utilities Moving Into The 21<sup>st</sup> Century published by PUR in 1994, Reinventing Electric Utility Regulation published by PUR in 1995, and Consumer Choice; Finding Value in Retail Electricity Markets published by PUR in 1999. Dr. Malko received the B.S. degree with honors in mathematics and economics from Loyola College (Baltimore, Maryland) and the M.S. and Ph.D. degrees in economics from the Krannert Graduate School of Management at Purdue University. He was a Visiting Scholar in industrial engineering at Stanford University in Palo Alto, California. He has taken graduate courses in business finance and investment theory at the University of Wisconsin at Madison and accounting courses at Illinois State University. Dr. Malko is a member of Beta Gamma Sigma, a national honor society for business schools, and he is also a member of Alpha Sigma Nu, the honor society of Jesuit colleges and universities. Dr. Malko is a Certified Rate of Return Analyst.

March 2009