ECON200 MICROECONOMIC ANALYSIS
UNIT OUTLINE
2006

Michael Olive
Lecturer in charge
ECON200 MICROECONOMIC ANALYSIS

Students should read this unit outline and the tutorial program at the start of the semester as they contain important information about the unit. If anything is unclear, please consult one of the ECON200 teaching staff.

1. ABOUT THIS UNIT

ECON200 Microeconomic Analysis is an intermediate-level course with a credit point value of four. It builds on the foundations laid in the 100-level economics units, and may in turn be seen as providing the insights and tools necessary for the study of more specialised areas in economics, accounting, finance and marketing at the 200- and 300-level. The unit places strong emphasis on developing analytical and theoretical skills as a means of encouraging rigorous and logical thinking about real-world economic questions.

Throughout this unit, a framework is developed from the standpoint of individual decision-makers that allows the economic behaviour of consumers, producers, markets and society as a whole to be analysed. A summary of the course content is as follows:

1. Introduction (1 lecture)
2. Consumer theory (13 lectures)
3. Imperfect information (5 lectures)
4. Theory of the firm (1 lecture)
5. Production, costs and profit (6 lectures)
6. Perfect and imperfect competition (6 lectures)
7. Game theory and auctions (3 lectures)
8. General equilibrium and welfare economics (2 lectures)

A more detailed course outline is given below.

2. ENQUIRIES

Lecturer-in-charge
Michael Olive: E4A A414, ph. 9850 9948, email: molive@efs.mq.edu.au

Lecturer
Glenn Jones: E4A A415, ph. 9850 8500, email: glenn.jones@mq.edu.au

Tutor-in-charge
Edwin Franks: E4A A421, ph. 9850 7076, email: efranks@efs.mq.edu.au

Michael Olive and Glenn Jones will present approximately half the lectures each and clarification of specific points in lectures should be directed to the appropriate lecturer. In addition, your own tutor can assist you with most unit content enquiries and a discussion group facility has been set up on the ECON200 web page. You will be notified of the consultation times for the lecturers and tutors by week 3. If you cannot contact your tutor or lecturer in person you should email them. All enquiries concerning the administration of the unit (including tutorial arrangements) should be addressed to Edwin Franks.
3. LECTURES

There are three hours of lectures each week at the following times and places:

**Day Lectures**
- Tuesday 11.00 E7B Mason
- Wednesday 13.00 - 15.00 X5BT1

**Evening Lectures**
- Tuesday 18.00 - 20.00 C5CT2
- Wednesday 18.00 C5CT2

Day and evening lectures are given in parallel, with a 10 minute break in the middle of the double lectures. Unless there are exceptional circumstances, students are asked to attend the lectures to which they have been allocated.

Please consult the Course Diary below for precise details of the currently scheduled lecture dates for the whole unit. During the semester, staffing arrangements may require the cancellation of some lectures and/or tutorials. Any changes will be announced as far as possible in advance.

4. TUTORIAL PROGRAMME

There are no tutorials during the first week of the semester. Students should confirm their tutorial times and locations through the online enrolment system before the beginning of the first tutorial in week 2. After this time, any requested changes in tutorial allocations must be submitted in writing to Edwin Franks. Changes will only be allowed in exceptional circumstances. If unforeseen situations cause you to miss a tutorial at some time during the semester you may attend another tutorial on a once-off basis without notification.

There are nine tutorials in total, which means that they are not held every week. The Course Diary below indicates the weeks in which tutorials are held. As anecdotal evidence suggests a high correlation between poor marks and poor tutorial attendance, a roll will be kept and students that attend fewer than seven tutorials will not be eligible for a supplementary exam. For more information on tutorials see the Tutorial Program.

5. WEB PAGE

The ECON200 Microeconomic Analysis web page address is as follows:


In order to access student information you will need to enter your password and username before logging in. Students should regularly access this site as it is a major means of obtaining updated information regarding the unit (for example consultation times, exam results, timetable adjustments, etc), lecture summaries and the answers to tutorial questions.
The site will also have a discussion facility to be monitored by Michael Olive and Edwin Franks. Students are encouraged to make comments and ask questions regarding the unit and its material using this facility. Note: it is likely that the question you are asking is a question that somebody else is thinking. Students can assist each other by commenting on the topics raised and generating discussion. Teaching staff will give direct answers to questions related to administration matters but are more likely to give guidance in regard to questions about unit content.

6. ASSESSMENT

The components of assessment in this course are as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-semester Test 1</td>
<td>20</td>
</tr>
<tr>
<td>Mid-semester Test 2</td>
<td>20</td>
</tr>
<tr>
<td>Final exam: multiple choice</td>
<td>20</td>
</tr>
<tr>
<td>Final exam: essays/problems</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

A further requirement is that students must pass the final exam in order to pass the course. The two multiple choice mid-semester tests will be taken in place of the regular Tuesday lectures on April 4 and May 23. The tests will be held during the 11.00 lecture for day students and during the 18.00 lecture for evening students (with a lecture to follow). The material covered in the two mid-semester tests will be:

- **Test 1** Lectures 1 - 14
- **Test 2** Lectures 15 - 26

Failure to attend a mid-semester test without the submission of a request for special consideration on the grounds of illness or unavoidable mishap together with supporting documentation will result in a mark of zero for the missed test. If you wish to advise of your absence from mid-semester tests or tutorials you should fill out an Advice of Absence Form, available from the Student Centre, and submit it together, with appropriate supporting documentation, (including an EFS Professional Authority Advice Form) to the Student Centre. The value of your final exam will be increased on a pro rata basis if special consideration is granted for a mid-semester test. Note that a Special Consideration Form needs to be filled out if special consideration for the final exam is being requested.
# 7. COURSE DIARY 2005

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Number</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Day</td>
</tr>
<tr>
<td>1</td>
<td>Feb 28</td>
<td>1</td>
<td>1, 2</td>
</tr>
<tr>
<td></td>
<td>March 1</td>
<td>2, 3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>March 7</td>
<td>4</td>
<td>4, 5</td>
</tr>
<tr>
<td></td>
<td>March 8</td>
<td>5, 6</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>March 14</td>
<td>7</td>
<td>7, 8</td>
</tr>
<tr>
<td></td>
<td>March 15</td>
<td>8, 9</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>March 21</td>
<td>10</td>
<td>10, 11</td>
</tr>
<tr>
<td></td>
<td>March 22</td>
<td>11, 12</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>March 28</td>
<td>13</td>
<td>13, 14</td>
</tr>
<tr>
<td></td>
<td>March 29</td>
<td>14, 15</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>April 4</td>
<td>TEST</td>
<td>TEST, 16</td>
</tr>
<tr>
<td></td>
<td>April 5</td>
<td>16, 17</td>
<td>17</td>
</tr>
<tr>
<td>7</td>
<td>April 11</td>
<td>18</td>
<td>18, 19</td>
</tr>
<tr>
<td></td>
<td>April 12</td>
<td>19, 20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>MID-SEMESTER BREAK</strong></td>
</tr>
<tr>
<td>8</td>
<td>May 2</td>
<td>21</td>
<td>21, 22</td>
</tr>
<tr>
<td></td>
<td>May 3</td>
<td>22, 23</td>
<td>23</td>
</tr>
<tr>
<td>9</td>
<td>May 9</td>
<td>24</td>
<td>24, 25</td>
</tr>
<tr>
<td></td>
<td>May 10</td>
<td>25, 26</td>
<td>26</td>
</tr>
<tr>
<td>10</td>
<td>May 16</td>
<td>27</td>
<td>27, 28</td>
</tr>
<tr>
<td></td>
<td>May 17</td>
<td>28, 29</td>
<td>29</td>
</tr>
<tr>
<td>11</td>
<td>May 23</td>
<td>TEST</td>
<td>TEST, 30</td>
</tr>
<tr>
<td></td>
<td>May 24</td>
<td>30, 31</td>
<td>31</td>
</tr>
<tr>
<td>12</td>
<td>May 30</td>
<td>32</td>
<td>32, 33</td>
</tr>
<tr>
<td></td>
<td>May 31</td>
<td>33, 34</td>
<td>34</td>
</tr>
<tr>
<td>13</td>
<td>June 6</td>
<td>35</td>
<td>35, 36</td>
</tr>
<tr>
<td></td>
<td>June 7</td>
<td>36, 37</td>
<td>37</td>
</tr>
</tbody>
</table>
8. TEXT AND REFERENCE BOOKS

The set texts for the course are


Note: These texts will be wrapped together as a set.

**Supplementary General Texts**

A good strategy when confronted by conceptually difficult material is to see how the same material is treated in other texts. The following is a list of supplementary textbooks.

**Intermediate**


**Advanced**


**Mathematical**


**Supplementary Study Guide**

9. LECTURE OUTLINE AND READING GUIDE

Every effort will be made to keep to the following lecture-by-lecture outline. As far as possible, changes will be notified in advance. Day and evening lectures with the same number are identical. In looking for reference material in the Library, always check Special Reserve first. The reading guide is intended as a basic guide only and further references may be given as the course proceeds.

1. INTRODUCTION

Lecture 1
1.1 Introduction and methodology
   1) What is microeconomics?
   2) Role of economic theory
   3) Basic elements
   4) Rationality
   5) Method of analysis

Varian, Ch 1
Frank, Ch 1
Gravelle and Rees, Ch 1

2. CONSUMER THEORY

Lecture 2
2.1 The budget constraint
   1) Consumption bundles
   2) The budget constraint
   3) The budget line
   4) Irregular budget lines
   5) Endowments and the budget line

Varian, Ch 2
Eaton, Eaton and Allen, Ch 2 and 3

Lecture 3
2.2 Consumer preferences
   1) Preference ordering
   2) Completeness
   3) Transitivity
   4) Non-satiation
   5) Continuity
   6) Strict convexity
   7) MRS and DMRS

Varian, Ch 3
Eaton, Eaton and Allen, Ch 2 and 3
Lecture 4
2.3 Utility functions
   1) Utility functions
   2) Marginal utility and MRS
   3) Ordinal utility
   4) Monotonic transformations

Varian, Ch 4
Eaton, Eaton and Allen, Ch 2 and 3

Lecture 5
2.4 Consumer choice
   1) Choice as Optimisation
   2) Graphical analysis of utility maximisation and demand functions
   3) Lagrange multiplier method
      Cobb-Douglas utility function

Varian, Ch 5
Eaton, Eaton and Allen, Ch 3
Chiang pp370 – 375

Lecture 6
2.5 Consumer demand
   1) Demand curves and Engel curves
   2) Substitutes, complements, Giffen goods
   3) Normal goods, inferior goods
   4) Substitutes and Complements

Varian, Ch 6
Eaton, Eaton and Allen, Ch 3

Lectures 7 and 8
2.6 Revealed preference
   1) Revealed preference
   2) Index numbers in quantity and price
      Laspeyres
      Paasche

Varian, Ch 7
Eaton, Eaton and Allen, Ch 4

Lecture 9
2.7 Substitution
   1) Slutsky equation
   2) Income and substitution effects
   3) Negative substitution effects
   4) Compensated demand function

Varian, Ch 8
Lectures 10 and 11

2.8 Consumer Theory with Endowments: Labour Supply & Saving/Borrowing.
   1) Budget constraint with endowments
      Offer curves and demand curves
   2) Labour supply
      Time endowment
      Full income
      Leisure demand/labour supply
   3) Inter-temporal consumption (Borrowing and lending)
      Present and future value
      Budget constraint
      Choice and comparative statics

Varian, Ch 9 and 10
Eaton, Eaton and Allen, Ch 5 and 11

Lectures 12 and 13

2.9 Consumer Welfare Measurement
   1) Equivalent and compensating variation
   2) Consumer surplus
   3) EV, CV, CS and the welfare effects of taxes

Varian, Ch 14
Eaton, Eaton and Allen, Ch4

Lecture 14

2.10 Market demand
   1) Market demand functions
   2) Elasticities
      Own price, cross price and income elasticities
   3) Comparative statics applications
      Excise tax versus a lump sum tax
      Rationing
      Indexation
   4) Properties of demand functions

Varian, Ch 15
Eaton, Eaton and Allen Ch 3 and 4
3. IMPERFECT INFORMATION

Lectures 15, 16, 17

3.1 Choice under Imperfect Information
   1) Introduction
   2) Budget set
      Expected monetary value
      Expected utility hypothesis
      Prospects
   3) Preferences
      Continuity
      von Neumann-Morgenstern expected utility function
      Indifference curves
      Risk averse / Risk neutral / Risk inclined
   4) Choice
      Gambling
      Risk pooling
      Insurance
      Risk spreading
      Diversification

Varian Ch 12
Eaton, Eaton and Allen, Ch 17

Lectures 18 and 19

3.2 Market Failure with Uncertainty
   1) Asymmetric Information
   2) Hidden characteristics
      Adverse selection and "Lemons"
      Signalling
      Screening
   3) Hidden actions
      Moral hazard

Varian Ch 36
Eaton, Eaton and Allen, Ch 20

4. THEORY OF THE FIRM

Lecture 20

4.1 The Firm
   1) Firm organisation
   2) Activities within the company
   3) Traditional firm
   4) Alternative models

Gravelle and Rees, Ch 5 pp92-95
Hay and Morris, Ch1
Katz and Rosen, Ch 7 pp230-237
5. PRODUCTION, COSTS AND PROFIT

Lecture 21, 22

5.1 The production function
1) Inputs and outputs
4) Long run versus short run
   Fixed, quasi-fixed and variable factors
3) Technology
   Feasible set
   Assumptions
4) Common Production functions
   Linear, Leontief, Cobb-Douglas
5) Isoquants
   Prefect substitutes
   Perfect complements
   Strictly convex
6) Marginal product and marginal rate of technical substitution
7) Factor intensity
8) Elasticity of substitution
   CES production function
9) Returns to scale and homogeneous production functions
10) Technological change
11) Neoclassical short-run product curves

Varian, Ch 18
Gravelle and Rees, Ch 5
Mansfield, Ch 6
Schotter, Ch 5

Lecture 23

5.2 Profit Maximisation
1) Profit, revenue and cost
2) Accounting versus economic cost
   Opportunity costs
   Sunk costs
3) Short-run profit maximisation for a price-taking firm
   First-order equilibrium conditions
   Isoprofit lines
   Comparative statics
4) Long-run profit maximisation for a price-taking firm
5) Factor demands
6) The production and shut-down decisions

Varian, Ch 19
Katz and Rosen, Ch 7
Lecture 24, 25, 26

5.3 Cost Theory

1) Long-run cost constraint
   Isocost lines
2) Solving the cost minimisation problem for strictly convex isoquants
   Graphical analysis
   Lagrangian multiplier method
   Derived factor demands
3) Comparative statics for strictly convex isoquants
   Changes in input prices
   Output Expansion path
   Homothetic production functions
4) Cost minimisation and comparative statics for Leontief and linear production functions
5) Cost function, average cost, marginal cost in the long run
   For Leontief and Cobb-Douglas production functions
   Returns to scale, economies of scale and homothetic production functions
6) Cost function, average cost, marginal cost in the short run
7) Neoclassical long-run cost curves
8) Neoclassical short-run cost curves
9) Cost envelope

Varian, Ch 20 and 21
Eaton, Eaton and Allen, Ch 6 and Ch7
Gravelle and Rees, Ch 6 pp126-131

6. PERFECT AND IMPERFECT COMPETITION

Lectures 27 and 28

6.1 The Theory of Perfect Competition

1) Market Environment
   Technological and market constraints
   Equilibrium in the competitive market
2) Assumptions of perfect competition
3) Appropriate market structure
4) Short-run supply of the competitive firm
   Supply decision
   Inverse supply function
   Shutdown condition
   Profit versus producer surplus
5) Long-Run supply of the competitive firm
6) Short-run industry supply
7) Aggregate producer and consumer surplus
8) Long-run industry supply
   Constant, increasing and decreasing cost industries
   Firm and market adjustment for a shift in demand
9) The incidence of taxes in a constant cost industry
Lectures 29 and 30

6.2 Monopoly and monopoly behaviour
1) Monopoly assumptions
2) Monopoly price and output
3) Inefficiency of monopoly
4) Sources of monopoly
   Franchise
   Patents
   Resource supplies
   Cartels and anti-competitive behaviour
   Natural monopoly
3) Regulatory responses to monopoly
   Taxes
   Price ceiling
   Average cost pricing
   Rate of regulation
   Anti-trust legislation
5) Price Discrimination
   First, second and third degree price discrimination
6) Monopolistic Competition
   Assumptions
   Appropriate market structure
   Short and long-run equilibrium

Lectures 31 and 32

6.3 Oligopoly
1) Assumptions
2) Appropriate market structure
3) Non-collusive oligopoly
   Conjectural variations
   Cournot model
   Stackelberg quantity-leadership model
   Price leadership
   Bertrand model
   Conjectural variations and reaction functions
4) Collusive oligopoly
   Cartels
7. GAME THEORY AND AUCTIONS

Lectures 33 and 34

7.1 Game Theory
1) Rules, payoffs and strategies
2) Normal form games
   Prisoner’s dilemma
   Dominant strategy
   IEDS
   Nash equilibrium
3) Repeat games
   Enforcing a cartel
4) Constant-sum games
   Maxmin
   Minmax
5) Mixed strategies
6) Extensive form games with perfect information
   Backward induction
   Credible threats
   IEDS
   Subgame perfect (Nash) equilibria
   Bargaining

Varian, Ch 28 and 29
Schotter, Ch 7

Lecture 35

7.2 Auctions
1) Auctions and competitive markets
2) Other auction institutions
   Classifications
   Bidding rules
   Auction design
   Revenue equivalence theorem
   Problems with auctions

Varian, Ch 17
Schotter, Ch 13 pp502-518

8. GENERAL EQUILIBRIUM AND WELFARE ECONOMICS

Lectures 36 and 37

8.1 General equilibrium and welfare economics
1) A pure exchange economy
   The Edgeworth box
   The contract curve and Pareto efficiency
   Trade
Market trade and market equilibrium
First theorem of welfare economics
Second theorem of welfare economics

2) Production and consumption
   The production possibilities frontier
   Efficiency in the product mix

Varian, Ch 30
Eaton, Eaton and Allen, Ch 13