



IIM Kashipur
Master of Business Administration (MBA)

Microeconomics, Term I, Academic Year 2020-2021

Syllabus

I. INSTRUCTOR DETAIL

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PS: If you have any questions regarding access to Google Classroom, please contact at the given email ID's for assistance. The preferred communication mode is through pre-scheduled office hour/ Zoom/ Google Meet session and/or prior appointment for discussion in office. Sending messages on WhatsApp and making unscheduled phone calls are discouraged.

II. COURSE DESCRIPTION

This course equips students with the basic economic tools for successful development of business strategies. This course will help the students to understand the theories behind the economic concepts and illustrate them with suitable examples. There will also be an emphasis on how Microeconomic policies can be used to influence the economic performance of a firm. This course aims to develop a critical approach to analyze various business issues. The analytical tools that the students are supposed to acquire through this course are expected to help them to understand and solve business problems better.

III. PREREQUISITES

No prerequisites (Core Course)

IV. COURSE COMPETENCIES (CC) / LEARNING OUTCOMES

Upon completion of this course, the students are expected to be able to:

1. Recognize the fundamental concepts of economics in everyday economic events. (CC1) (PLO1B)
2. Understand how different microeconomic concepts can be used to interpret business contexts. (CC2) (PLO1B)
3. Apply microeconomic theories to model business processes. (CC3) (PLO1A)
4. Analyze real world economic events using latest insights from microeconomics research. (CC4) (PLO1A)
5. Evaluate potential solutions to a business problem using microeconomic theory. (CC5) (PLO1A)

V. TEXTBOOKS (REQUIRED MATERIALS)

1. Baye, Michael, & Prince, Jeffrey. 2014. *Managerial Economics and Business Strategy* (8th ed.; Indian Edition). McGraw Hill Education.

RECOMMENDED MATERIALS

- American Psychological Association. (2007 or latest edition). *Publication Manual of the American Psychological Association*. 6th ed. Washington, D.C.: American Psychological Association.

Additional material might be distributed each week by the faculty and/or shared through Google Classroom. To keep up with current material on the topic of Microeconomics, students should review/read at least one or two business news websites daily and at least one newspaper/ journal. Two of the suggested newspapers are Economic Times and Wall Street Journal, where much useful economics information is published.

VI. GRADING CRITERIA

As per MBA Manual

VII. COURSE ACTIVITIES TO MEET OBJECTIVES

For reading assignments and directions, please follow the course syllabus. The faculty member will assign several caselets and newspaper articles for discussion and review. Furthermore, the exercises may be completed in the class as well as assigned as take-home projects to groups and individuals as applicable.

Modules	Complete Session Detail for all sessions	Readings ¹	Learning Objectives
Module I	1. Introduction: Economics is everywhere!	i. Baye & Prince: Ch. 1 ii. Research Highlight: Are immigrants less likely to commit crimes when they gain legal status?, https://www.aeaweb.org/research/are-immigrants-less-likely-to-commit-crime-legal-status iii. Case: The Airbus Beluga (Luis Cabral, NYU Stern), http://luiscabral.net/economics/teaching/beluga.pdf iv. News: Judge Orders California Sriracha Factory to Halt Odour-Making Operations, http://www.eater.com/2013/11/27/6322765/judge-orders-california-sriracha-factory-to-halt-odor-making%20 v. News: Former Tobacco Fields Now Grow Chickpeas To Serve America's Growing Hummus Addiction, https://consumerist.com/2013/05/02/former-tobacco-fields-now-grow-chickpeas-to-serve-americas-growing-hummus-addiction/ vi. News: Amazon gets an edge with its secret squad of PhD economists https://edition.cnn.com/2019/03/13/tech/amazon-economists/index.html vii. Masks can reduce Covid-19 growth rate by 40%: Study https://www.hindustantimes.com/india-news/masks-can-reduce-covid-19-growth-rate-by-40-study/story-x3AY1QMIPvBthiertbzCZf.html	1. Understand why study of economics is important. (CC2) 2. Recognize opportunity cost in economic activities. (CC1) 3. Discuss how economic theory can be used to explain economic events. (CC2) 4. Understand how we go from theory to empirical evidence. (CC2)
Module II	2. Consumer Choice	i. Baye & Prince: Ch. 4 ii. Research Highlight: The Economic Lives of the Poor, https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.21.1.141 iii. Research Highlight: How Can Scandinavians Tax So Much?, https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.28.4.77 iv. News: Is Uber's price discrimination bad? Economists say maybe not, https://qz.com/990131/uber-is-practicing-price-discrimination-economists-say-that-might-not-be-a-bad-thing/	1. Define the concepts of indifference curve, budget constraint, and consumer equilibrium. (CC1) 2. Identify

¹Follow the links on syllabus to read the articles

3. Consumer Choice (contd.)	<p>v. News: <i>World's Hottest Market: Air Conditioners For India And Hundreds Of New Electric Plants To Power Them</i>, https://www.forbes.com/sites/jeffmcmahon/2017/05/01/worlds-hottest-market-air-conditioners-for-india-and-hundreds-of-electric-plants-to-power-them/#3ddbcbf5532b</p> <p>vi. News: <i>Cheap gas makes suburban houses more valuable</i>, https://www.washingtonpost.com/news/wonk/wp/2014/12/18/cheap-gas-makes-suburban-houses-more-valuable/</p> <p>vii. News: <i>Want people to drink less? Make their cigarettes more expensive</i>, https://www.washingtonpost.com/news/wonk/wp/2014/10/27/want-people-to-drink-less-make-their-cigarettes-more-expensive/</p>	<p>consumer's choice problem in real world. (CC2)</p> <p>3. Solve utility maximization problem. (CC3)</p> <p>4. Use comparative statics to predict changes in consumer equilibrium following an exogenous change. (CC3)</p>
4. Consumer Choice (contd.)	<p>viii. News: <i>Momentum revives ahead of GST rollout</i>, http://www.thehindu.com/business/momentum-revives-ahead-of-gst-rollout/article18661576.ece</p> <p>ix. News: <i>Galaxy S8 effect: People are buying Samsung's QLED TVs now more than ever</i>, http://indiatoday.intoday.in/technology/story/galaxy-s8-effect-people-are-buying-samsungs-qled-tvs-now-more-than-ever/1/959853.html</p> <p>x. News: <i>How real books have trumped eBooks</i>, https://www.theguardian.com/books/2017/may/14/how-real-books-trumped-ebooks-publishing-revival</p>	<p>5. Classify a change in consumer's equilibrium into Income effect and substitution effect. (CC4)</p>

5. Demand, Supply, and Market Equilibrium	<p>i. Baye & Prince: Ch. 2</p> <p>ii. Case: The Coronavirus (COVID-19) Pandemic and the Global Economy (A) [HBP]</p> <p>iii. Research Highlight: Why projecting marijuana use after legalization is so difficult, https://www.aeaweb.org/research/why-projecting-marijuana-use-legalization-so-difficult</p> <p>iv. Research Highlight: Should we use subsidies to correct inattentive consumers?, https://www.aeaweb.org/research/should-we-use-subsidies-inattentive-consumers</p> <p>v. Case: The Oil Market (Luis Cabral, NYU Stern), http://luiscabral.net/economics/teaching/oil.pdf</p> <p>vi. Report: In India's COVID-19 Response, Minimize Errors of Exclusion, https://carnegieendowment.org/2020/05/25/in-india-s-covid-19-response-minimize-errors-of-exclusion-pub-81901</p> <p>vii. News: Amazon to Publishers: Set Your Own E-Book Prices! Amazon to Customers: Not Our Fault!, http://www.slate.com/blogs/moneybox/2015/04/14/what_the_amazon_harpercollins_deal_means_for_e_book_pricing_and_publishing.html</p>	<p>1. Understand the theory of Demand and explain the mechanisms of demand shifters. (CC2)</p> <p>2. Calculate Elasticity of demand and demonstrate its usage in real world. (CC3)</p> <p>3. Understand the theory of Supply and explain the mechanisms of supply shifters. (CC2)</p>
6. Demand, Supply, and Market Equilibrium (contd.)	<p>viii. News: How to Get People to Pitch In, http://www.nytimes.com/2015/05/17/opinion/sunday/how-to-get-people-to-pitch-in.html?_r=0</p> <p>ix. News: Bah Humbug: Spirit Airlines Ups Baggage Fee \$2 During Holiday Travel Season, https://consumerist.com/2014/09/22/bah-humbug-spirit-airlines-ups-baggage-fee-2-during-late-december-and-early-january-holiday-travel/</p> <p>x. News: Almond Drought Boosting India Sweets to Australian Farms, http://www.bloomberg.com/news/articles/2014-02-25/almond-drought-boosting-india-sweets-to-australian-farms</p> <p>xi. News: The Birth Of The Minimum Wage In America, http://www.npr.org/sections/money/2014/01/16/263129670/the-birth-of-the-minimum-wage-in-america</p> <p>xii. News: Stubble Is Cool Now. Pity The Razor Companies, http://www.centives.net/S/2013/stubble-is-cool-now-pity-the-razor-companies/</p> <p>xiii. News: No Pecan Pie? Thank China, Rain and Pigs, http://www.nytimes.com/2013/11/28/us/hold-the-pecans-on-the-thanksgiving-pie.html</p>	<p>4. Analyze market equilibrium. (CC4)</p> <p>5. Evaluate changes in market equilibrium due to shocks using comparative statics. (CC5)</p>

7. Demand,
Supply, and
Market
Equilibrium
(contd.)

xiv. News: Venezuela hopes to wipe out toilet paper shortage by importing 50m rolls,

<http://www.theguardian.com/world/2013/may/16/venezuela-toilet-paper-shortage-50m>

xv. News: Comcast Doesn't Want To Improve Its 'Internet Essentials' Program For Low-Income Consumers,

<https://consumerist.com/2015/02/16/comcast-doesnt-want-to-improve-its-internet-essentials-program-for-low-income-consumers/>

xvi. News: Vodka prices: Putin calls for cap amid economic crisis,

<http://www.bbc.com/news/world-europe-30599341>

xvii. News: 'Spectacular' drop in renewable energy costs leads to record global boost,

<https://www.theguardian.com/environment/2017/jun/06/spectacular-drop-in-renewable-energy-costs-leads-to-record-global-boost>

xviii. News: Strike gets more intense, vegetable prices spiral up | The Indian Express,

<http://indianexpress.com/article/india/maharashtra-strike-gets-more-intense-vegetable-prices-spiral-up-4686537/>

xix. News: British Airways strike sees fares rise by up to 2200%,

<https://edition.cnn.com/travel/article/british-airways-strike-fare-hikes/index.html>

xx. News: British Airways strike: Fares soar on rival airlines during walkout dates,

<https://www.independent.co.uk/travel/news-and-advice/british-airways-strike-virgin-easyjet-flight-prices-fares-a9079071.html>

xxi. News: Uber's 'surge pricing' may benefit both riders and drivers

<https://www.consumeraffairs.com/news/ubers-surge-pricing-may-benefit-both-riders-and-drivers-010317.html>

<p>8. Production and Cost</p>	<p>i. Baye & Prince: Ch. 5</p> <p>ii. Case: Eurotunnel (Luis Cabral, NYU Stern), http://pages.stern.nyu.edu/~lcabral/teaching/eurotunnel.pdf</p> <p>iii. Case: Pricing at Dell (Luis Cabral, NYU Stern), http://pages.stern.nyu.edu/~lcabral/teaching/dell.pdf</p> <p>iv. Case: Competition in the Wide-Body Aircraft Industry (Luis Cabral, NYU Stern), http://pages.stern.nyu.edu/~lcabral/teaching/widebody.pdf</p> <p>v. Research Highlight: The Economics of Online Crime, https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.23.3.3</p> <p>vi. News: Egg prices likely to rise amid laws mandating cage-free henhouses, http://www.latimes.com/business/la-fi-cage-free-eggs-20141229-story.html</p> <p>vii. News: An Urban Farm Designed To Make One Thing: A Grilled Ham And Cheese Sandwich, http://www.fastcoexist.com/3037615/change-generation/an-urban-farm-designed-to-make-one-thing-a-grilled-ham-and-cheese-sandwich</p>	<ol style="list-style-type: none"> 1. Define different types of production function. (CC1) 2. Contrast short run vs long run production decisions. (CC2) 3. Use measures of productivity for evaluating business decisions. (CC5) 4. Define cost function. (CC1) 5. Differentiate between economics of scale and economics of scope. (CC4)
<p>9. Production and Cost (contd.)</p>	<p>viii. News: Oil hits 2016 high on U.S. draw forecasts, Nigeria woes, http://www.reuters.com/article/us-global-oil-idUSKCN0YS00Z</p> <p>ix. News: Don't Freak Over Boeing's Self-Flying Plane—Robots Already Run the Skies, https://www.wired.com/story/boeing-autonomous-plane-autopilot/</p> <p>x. News: Anheuser-Busch InBev shuts out craft beer brewers by hoarding hops, http://www.marketwatch.com/story/anheuser-busch-inbev-shuts-out-craft-beer-brewers-by-hoarding-hops-2017-05-11</p> <p>xi. News: Intel ends its dreams of replacing the x86 chip in your PC, https://www.engadget.com/2017/05/13/intel-ships-last-itanium-chips/</p> <p>xii. News: How Driverless Trucks In China Could Put 16 Million People Out Of A Job, https://www.forbes.com/sites/outofasia/2017/05/05/how-driverless-trucks-in-china-could-put-16m-people-out-of-a-job/#3237d5d72260</p> <p>xiii. Case: Scale and Scope at Citigroup, http://pages.stern.nyu.edu/~lcabral/teaching/citigroup.pdf</p>	

	10. Production and Cost (contd.)	<p>xiv. News: Amazon isn't to blame for the Postal Service's woes, but it will need to innovate to survive, https://techcrunch.com/2018/04/08/amazon-isnt-to-blame-the-postal-services-woes-but-it-will-need-to-innovate-to-survive/</p> <p>xv. News: How Caterpillar's Big Bet Backfired, https://www.bigmacktrucks.com/topic/47282-how-caterpillar%E2%80%99s-big-bet-backfired/</p> <p>xvi. Case: Sony and Loews, http://pages.stern.nyu.edu/~lcabral/teaching/sony.pdf</p>	
Module V	11. Perfect Competition	<p>i. Baye & Prince: Ch. 8</p> <p>ii. Case: Betamax and VHS, http://pages.stern.nyu.edu/~lcabral/teaching/betamax.pdf</p> <p>iii. News: Time Warner Boosts My Speed, Cuts My Bill: I Just Happen To Live Near, Google Fiber, https://consumerist.com/2013/01/30/time-warner-boosts-my-speed-cuts-my-bill-i-just-happen-to-live-near-google-fiber/</p>	<ol style="list-style-type: none"> 1. Define firm demand and market demand. (CC1) 2. Understand profit maximization. (CC2) 3. Perform short run vs long run production decisions. (CC3) 4. Break down firm and industry supply. (CC4) 5. Explain the sources of monopoly
	12. Monopoly	<p>i. Baye & Prince: Ch. 8</p> <p>ii. Research Highlight: A "dark side" to the commodity boom in Africa, https://www.aeaweb.org/research/a-dark-side-to-the-commodity-boom-africa</p> <p>iii. Case: Entering the Aspartame Market, http://pages.stern.nyu.edu/~lcabral/teaching/nutrasweet.pdf</p> <p>iv. News: In Prisons, Sky-High Phone Rates and Money Transfer Fees, http://www.nytimes.com/2014/06/27/business/in-prisons-sky-high-phone-rates-and-money-transfer-fees.html? r=0</p> <p>v. News: Centre launches coal block auctions, aims to reduce dependency on imports, https://www.asianage.com/india/all-india/180620/centre-launches-coal-block-auctions-aims-to-reduce-dependency-on-imports.html</p>	

	13. Monopolistic Competition	<p>i. Baye & Prince: Ch. 8</p> <p>ii. Research Highlight: When less is more, https://www.aeaweb.org/research/restaurant-signaling-countersignaling-maricopa-county-arizona</p> <p>iii. News: The Death of Google Reader Paves The Way For Real RSS Businesses, http://www.theoaklandpress.com/article/OP/20130314/NEWS/303149891</p> <p>iv. News: Dollar Tree Crowned Victor In Battle For Family Dollar, https://consumerist.com/2015/01/22/dollar-tree-crowned-victor-in-battle-for-family-dollar/</p> <p>v. News: Evil Ice Cream Truck Stalks Competition, Offers Customers Free Treats, Gets Arrested https://consumerist.com/2013/05/01/evil-ice-cream-truck-stalks-competition-offers-customers-free-treats-gets-arrested/</p>	<p>power. (CC2)</p> <p>6. Model the decision-making process of a multi-plant monopoly. (CC3)</p> <p>7. Categorize product differentiation. (CC4)</p> <p>8. Evaluate optimal advertising in the presence of product differentiation. (CC5)</p>
	14. Oligopoly	<p>i. Baye & Prince: Ch. 9</p> <p>ii. Case: Britannica vs Encarta, http://pages.stern.nyu.edu/~lcabral/teaching/britannica.pdf</p> <p>iii. Case: De Beers and Beyond: The History of the International Diamond Cartel, http://pages.stern.nyu.edu/~lcabral/teaching/debeers3.pdf</p> <p>iv. Research Highlight: Shadow business, https://www.aeaweb.org/research/uncovering-number-of-cartels-finland</p>	<p>9. Understand beliefs and strategic interaction in the context of markets. (CC2)</p> <p>10. Differentiate between types of oligopoly. (CC4)</p>
	15. Oligopoly (contd.)	<p>v. News: The Envelope Cartel Has Finally, Finally Been Brought To Justice, http://www.centives.net/S/2014/the-envelope-cartel-has-finally-finally-been-brought-to-justice/</p> <p>vi. News: OPEC: No cut in oil production and prices keep falling, http://www.vox.com/2016/1/12/10755754/crude-oil-prices-falling</p> <p>vii. News: How the Meat Industry Keeps Chicken Prices High, http://www.slate.com/articles/life/food/2014/03/meat_racket_excerpt_how_tyson_keeps_chicken_prices_high.html</p>	<p>11. Evaluate the conditions for collusion to take place. (CC5)</p>
Module VI	16. Game Theory and Economics of Strategy	<p>i. Baye & Prince: Ch. 10</p> <p>ii. Case: The Magazine “Cover Gifts” War, http://pages.stern.nyu.edu/~lcabral/teaching/magazines.pdf</p> <p>iii. Research Highlight: Game Theory in Economics and Beyond, https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.30.4.107</p> <p>iv. News: Falling oil prices test OPEC’s unity,</p>	<p>1. Apply games and strategic thinking in decision-making. (CC3)</p> <p>2. Understand</p>

		http://www.wsj.com/articles/falling-oil-prices-test-opec-unity-1416188605	simultaneous-move, one-shot games. (CC2)
17. Game Theory and Economics of Strategy (contd.)	v. News: Can the Indian economy bounce back from the 'historic low'?, https://www.telegraphindia.com/business/can-the-indian-economy-bounce-back-from-the-historic-low/cid/1784012 vi. News: Explained: Will banning Chinese imports hurt India's exports?, https://indianexpress.com/article/explained/explained-will-banning-chinese-imports-hurt-indias-exports-6477934/ vii. Report: To Stand Up to China, India Must First Boost Its Economy, https://carnegieendowment.org/2020/06/25/to-stand-up-to-china-india-must-first-boost-its-economy-pub-82174	3. Apply Nash bargaining. (CC3) 4. Understand infinitely repeated games. (CC2) 5. Understand finitely repeated games. (CC2)	
18. Pricing	i. Baye & Prince: Ch. 11 ii. Research Highlight: Saying no to energy savings, https://www.aeaweb.org/research/assessing-energy-efficiency-gap iii. Case: Christie's and Sotheby's, http://pages.stern.nyu.edu/~lcabral/teaching/christies.pdf iv. Case: Wednesdays at Cinemax, http://pages.stern.nyu.edu/~lcabral/teaching/cinemex.pdf v. News: Frequent Fliers, Prepare to Pay More, http://www.nytimes.com/2013/03/04/opinion/frequent-fliers-prepare-to-pay-more.html vi. News: Target Still Doesn't Understand Bulk Pricing, Or Maybe Charges For Boxes Now, https://consumerist.com/2014/01/13/target-still-doesnt-understand-bulk-pricing-or-maybe-charges-for-boxes-now/ vii. News: Time To End The Senior Citizen Discount? http://www.centives.net/S/2013/time-to-end-the-senior-citizen-discount/ viii. News: Websites Vary Prices, Deals Based on Users' Information, http://www.wsj.com/articles/SB10001424127887323777204578189391813881534	6. Analyze multistage games. (CC4) 7. Understand basic pricing strategies. (CC2) 8. Apply price discrimination. (CC3) 9. Understand the origin of externalities. (CC2) 10. Define public goods. (CC1) 11. Understand the causes and consequences of market failure. (CC2)	
19. Externalities	i. Baye & Prince: Ch. 14 ii. Research Highlight: Are subsidies for electric cars good for the environment?, https://www.aeaweb.org/research/are-subsidies-for-electric-cars-good-for-environment iii. Research Highlight: The Economics of Spam,	12. Understand what behavioral economics is. (CC2)	

		<p>https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.26.3.87 iv. Research Highlight: Why does water pollution get worse at political boundaries?, https://www.aeaweb.org/research/why-does-water-pollution-get-worse-boundaries</p> <p>v. Research Highlight: How much does it cost to reduce one ton of carbon dioxide?, https://www.aeaweb.org/research/greenhouse-gas-reduction-long-run-costs</p>	<p>13. Illustrate “nudging”. (CC3)</p> <p>14. Discuss the ethics of “nudging”. (CC2)</p>
	<p>20. Behavioral Economics, and Government Policy</p>	<p>i. Baye & Prince: Ch. 14</p> <p>ii. Report: Thalonomics: The Economics of a Plate of Food in India, Economic Survey of India 2019-20, Chapter 11, https://www.indiabudget.gov.in/economicsurvey/doc/vol1chapter/chap11_Vol1.pdf</p> <p>iii. Report: Policy for Homo Sapiens, Not Homo Economicus: Leveraging the Behavioural Economics of “Nudge”, Economic Survey of India 2018-19, Chapter 2, https://www.indiabudget.gov.in/budget2019-20/economicsurvey/doc/vol1chapter/echap02_vol1.pdf</p> <p>iv. Case: The Ill-fated GE/Honeywell Merger, http://pages.stern.nyu.edu/~lcabral/teaching/gehon.pdf</p> <p>v. Research Highlight: Frictions or Mental Gaps: What's Behind the Information We (Don't) Use and When Do We Care?, https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.32.1.155</p> <p>vi. News: Why Do We Eat Popcorn at the Movies? http://www.smithsonianmag.com/ist/?next=/arts-culture/why-do-we-eat-popcorn-at-the-movies-475063/</p> <p>vii. News: When your surgery goes wrong, hospitals profit, https://www.washingtonpost.com/news/wonk/wp/2013/04/16/when-your-surgery-goes-wrong-hospitals-profit/</p>	

Evaluation Components

S. No.	Component	Weightage (%)	Duration of Examination	Nature of Examination (Open Book /Closed Book)
a)	Mid Term Exam	25	2 hours 30 minutes	
b)	End Term Examination	25	2 hours 30 minutes	
c)	Quiz (throughout	30	10-15 minutes	

	the term)			
d)	Course Project (Novelty & Turnitin Report)	20	–	Up to 10-page report in MS Word format with focus on the contribution made by the group and linking it to any economics topic of their choice.

Assignment Summary and Grading Scale:

For reading assignments and directions, please follow the course syllabus directions.

Assignments Topics (Group)	Points	Delivery Method	Due Date
Course Project	20	PPTs and Voice over	Submission of Report on the date of last session for this course.

Please include any direction as a general guide for the assignments.

The course will be primarily taught through a combination of class discussions, presentations, take-home exercises, and newspaper/journal articles. The class discussion will involve the readings assigned for the class. Students are encouraged to actively participate in these discussions.

Quizzes

Quizzes are an important component of the course. The overall score of the quizzes will be based on all the quiz scores. No make up quizzes will be floated under any condition, whatsoever.

Group Formation

Each group will have 7-8 students. The modalities of group formation and academic expectations from groups will be discussed in the class by faculty.

Group Term Project

Prepare a written paper, in the APA format about 10 pages long. As a requirement for this course, students need to write an original term paper (not more than 10 pages, double-spaced) using the concepts discussed in the course. The focus of the research paper should be on identifying a real-life business problem/event in the Indian context, and application of economic principles to solve/analyze it. Students will be divided into

groups during the first week of class. Each of these groups will be responsible to take up a current business problem/event and apply at least one or multiple topics discussed in the class to solve/analyze the issue. Each student group should get the research topic approved well in advance (by no later than third week of the course). More details about project will be provided in the introductory session.

- a. The length of the report should be not more than 10 typed pages.
- b. Project reports should be uploaded to Google Classroom on the day of the last session of the course.
- c. Both the Project report and the presentation of the project report will be evaluated. The criteria of evaluation will be the depth of research, originality of the data and its analysis, and creditability of the analysis. The ability to use a theoretical lens is also an important parameter of evaluation.

The indicative grade rubric for direction on group term project is as below:

Performance Criteria	Basic (1 pt.)	Developing (2 pts.)	Proficient (3 pts.)	Accomplished (4 pts.)	Exemplary (5 pts.)
<i>Focuses on an Important Economic Issue</i> (20%)	Does not focus on a relevant Economic Problem topic	Offers an Economic Problem topic for research	Provides a current / recent Economic problem given as term project	Provides substantial content on a current Economic problem given as term project	Provides fully developed content on a current Economic problem given as term project
<i>Analyzes the Economic Issue with Enough Detail</i> (30%)	Provides a wrong or irrelevant analysis	Analysis is somewhat appropriate	Analysis in terms of learnings from the course is satisfactory	Gives substantial analysis	Excellent analysis of the economic issues based on learnings from the course
<i>Provides Effective Communication Recommendations</i> (30%)	Does not offer any concrete or specific recommendations	Discusses some concrete or specific recommendations	Offers detailed concrete or specific recommendations	Offers concrete and specific value-creating recommendations	Offers effective value-creating recommendations
<i>Writes at a College Level Quality</i> (20%)	Does not use designated format or standard	Does not write clearly or in an organized format	Uses effective format, style, grammar, punctuation, and references	Uses effective format and writes at the college level quality	Uses effective format and writes at a publishable standard

There are many ways through which you can analyze a business problem. However, the main theme of your analysis for this course must be economics. For example, let us

take a case study of Paper Boat and see what some of the possible things are that you can do using the concepts we will talk about in this course:

1. What is the total supply of Paper Boat? What is the total demand? Is there a surplus or shortage? What is the direct or indirect way to figure out whether there is a surplus or shortage? What are the factors influencing demand for Paper Boat? What are the factors influencing supply of Paper Boat? Can you write down the demand and supply equations with these factors and how they influence total quantity demanded and supplied (predicted signs of coefficients)? Can we comment anything about the own price elasticity of demand for Paper Boat?
2. Do we know anything about the consumers' profile for Paper Boat? Who is an average Paper Boat consumer? What are the substitutes of Paper Boat for this average consumer? What are the complements? How did Paper Boat consumption change with price changes in substitutes and complements?
3. Are there economies of scale in Paper Boat production? Is the company achieving it in the production of Paper Boat?
4. What kind of market is Paper Boat in? What is the overall share of Paper Boat in the Indian market? What is Paper Boat's share in the particular segment?
5. Does Paper Boat have any pricing power in the market segment where Paper Boat is in? What kind of market is it? What are the textbook features of this market? Do they match with the real-world features?
6. What are the substitutes of Paper Boat? How are the products differentiated in this market? What are the pricing strategies? Can we say anything about the relationship between price and marginal cost in the case of Paper Boat? What is Paper Boat spending on advertising? Is this optimal advertising spending? Is Paper Boat following an optimal advertising strategy?
7. Do Paper Boat and the average Paper Boat consumer have perfect information about either the quality of Paper Boat or some other aspects (like whether the consumer is going to raise concern about product quality, or whether the consumer is purchasing at an offline or online store)? What is Paper Boat doing in case of information asymmetry? What is the average consumer doing? What kind of signaling and screening mechanisms are being employed by the parties?
8. What is the government's role in this market? What kind of regulatory oversight does the government have here? What are the direct and indirect laws affecting this market? How do these laws impact the consumers and the producers?

With the GST implemented, what kind of effect did this have on Paper Boat in terms of cost and pricing? What kind of effect did this have on consumers? What did happen to overall demand of and supply for Paper Boat? Was there any rise in consumers and/or producers surplus? What will be the net outcome for the society (India)? What are some other ways through which the government can help this market?

9. What about the substitution between labor and capital in the production of Paper Boat? Has the production technology become more capital intensive? Have workers been replaced with robots? What is the role analytics is playing in terms of forecasting demand and planning accordingly? Are human workers moving to more of these roles with upgraded skill requirements?

10. Please make sure that you cite any book, article, research paper, or blog post, from which you have taken any data or idea. Your term projects should have two important ingredients- economics and originality. So, submit an original term project with economic content.

Late submissions will NOT be accepted for the project.

VIII. POLICIES

General Academic Misconduct Policy of IIM Kashipur:

IIM Kashipur is strongly committed to a policy of honesty in academic affairs. Students are expected to do their own academic work. Students are awarded degrees in recognition of successful completion of academic coursework in their chosen fields of study. Each student, therefore, is expected to earn his or her degree on the basis of individual personal effort. Consequently, any form of cheating or plagiarism constitutes unacceptable academic dishonesty. Such academic misconduct will not be tolerated at IIM Kashipur, and thus will be penalized according to the seriousness of the infraction, in conformity with the standards, rules, and procedures of the Institute. Accordingly, students are well advised to keep in mind that suspension and expulsion from the Institute are among the sanctions that may be imposed for violations of the **Academic Misconduct Policy**.

Definitions:

- **Plagiarism**, as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is “the presentation of someone else’s ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense” (Aaron, 2001).

- **Deliberate plagiarism** is “copying a sentence from a source and passing it off as your own and, summarizing someone else’s ideas without acknowledging your debt, or buying a term paper and handing it in as your own” (Aaron, 2001).
- **Accidental plagiarism** is “forgetting to place quotation marks around other writer’s words, omitting a source citation because you’re not aware of the need for it, or carelessly copying a source when you mean to paraphrase” (Aaron, 2001).

GUIDELINES:

The United States Naval Academy’s statement on academic plagiarism (USNA, 2004) provides the following guidelines that will be implemented verbatim at IIM Kashipur.

1. “Give credit where credit is due. Inevitably, you will use other people’s discoveries and concepts. Build on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins. (USNA, 2004).
2. “Provide proper citation for everything taken from others. Such material includes interpretations, ideas, wording, insights, factual discoveries, charts, tables, and appendices that are not your own. Citations must guide the reader clearly and explicitly to the sources used, whether published, unpublished, or electronic. Cite a source each time you borrow from it. A single citation, concluding or followed by extended borrowing, is inadequate and misleading. Indicate all use of another’s words, even if they constitute only part of a sentence, with quotation marks and specific citation. Citations may be footnotes, endnotes, or parenthetical references. (USNA, 2004).
3. Recognize the work of others even if you are not borrowing their words. Theories, interpretations, assessments, and judgments are all intellectual contributions made by others and must be attributed to them. (USNA, 2004).
4. Paraphrase properly. Paraphrasing is a vehicle for conveying or explaining a source’s ideas and requires a citation to the original source. A paraphrase captures the source’s meaning and tone in your own words and sentence structure. In a paraphrase, the words are yours, but the ideas are not. It should not be used to create the impression of originality. (USNA, 2004).
5. Cite sources in all work submitted for credit. Your instructor may also require you to identify the contributions of others in drafts you submit only for review. Ask your instructor for his or her citation requirements and any discipline-specific attribution practices. (USNA, 2004).
6. Be cautious when using web-based sources, including Internet sites and electronic journals. There is a common misperception that information found on the Internet does not need to be cited. Web-based information, even if anonymous, must be appropriately cited. **Do not cut and paste** or otherwise take material from websites without proper citation. (USNA, 2004).

7. Provide a citation when in doubt. Always err on the side of caution. (USNA, 2004).
8. Papers will be routinely submitted to www.turnitin.com for review.

Cheating by Plagiarism:

Plagiarism is a form of academic misconduct. IIM Kashipur views plagiarism as the representation of another's work, words, or ideas, statement of facts not generally known as one's own without use of an academically recognized method of citation. Work submitted at IIM Kashipur must be the original work of the student. Original work may include the words and ideas of others, but the **source** of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Plagiarism subjects the student to penalties pursuant to the Academic Misconduct Policy. Any student helping a student plagiarize is considered as guilty as the student assisted.

Plagiarism involves using the words, information, insights, or ideas of another without crediting that person through proper citation. Proper documentation is required for all source material as discussed in the individual course policy statement which will be provided and explained by each instructor during the first session of each course. It is your responsibility to know the rules for proper citation – claiming ignorance of the proper citation rules is not an excuse for cheating. One can avoid plagiarism by fully and openly crediting all sources used.

In the absence of guidance from the instructor, reference “APA Style Manual” (standards and rules to be followed when referencing source material).

Cheating on Examinations and Assignments:

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating is defined and characterized by copying answers to examinations, quizzes, presentations, and projects from a source not approved by the professor. This includes but not limited to “crib” notes and “cheat” sheets, cellphones, PDA's, I-Pods, and of course, collusion with your fellow student (neighbor). In addition, the use of test banks, computers, answer keys, stolen exams, and instructor's manuals are expressly forbidden. (USNA, 2004).

Cheating subjects the student to penalties pursuant to the Academic Misconduct Policy. Cheating includes, but is not limited to, the following:

- The unauthorized submission of work previously presented in another course.

- Having someone else write a paper for the student; purchasing a paper from someone or through the Internet.
- Participating in an arrangement whereby work, classroom activity, or an examination is done by another person.
- Unauthorized collaboration on assignments or work to be presented.
- Arranging to have others take examinations or to do assignments.
- Obtaining examinations prior to administration.
- Communicating or exchanging test information with other students during an exam or quiz.
- The manipulating of recorded grades or other class records in a grade book or on a computer system or the falsifying of such information.
- Bribery.

Cheating in IIM Kashipur will not be tolerated.

Discipline for Academic Misconduct:

The professor/instructor has the authority to determine whether plagiarism or cheating has occurred. She or he will take the appropriate action depending upon the nature of the infraction as per MBA manual.

Expulsion: Deliberate plagiarism is unethical and dishonorable! In cases of *deliberate plagiarism and cheating*, the student is subject to immediate dismissal from the program. In these cases, due process is afforded through the appeals process.

Failing Grade: Accidental plagiarism, or sloppy scholarship, is academically unacceptable. In cases of accidental plagiarism, the professor/instructor has the authority to issue a failing grade for the assignment or the course depending upon the severity of the infraction. In these cases, the decision of the faculty member is final.

Disruption to Academic Process:

Disruption of the classroom or the teaching environment is unacceptable at IIM Kashipur and is considered a form of punishable academic misconduct. This includes email or any other form of communication. Disruption of the academic process includes act(s) or word(s) by a student in a classroom or teaching environment that in the estimation of a faculty member deflects attention from the academic matters at hand. Examples of such disruption encompass: noisy distractions; persistent, disrespectful, and/or abusive interruptions; improper language, dress, and/or behavior; and actions that present a danger to the health, safety, and/or well-being of a faculty member,

student, staff member, or guest. Disruption also includes tampering with, defacing, or stealing library or online materials. Punishment for such disruption can range from a verbal reprimand by the faculty member, to dismissal of the student from class with a grade of “F,” to suspension or expulsion from the school.

References:

Aaron, J. (2001). *The Little, Brown Compact Handbook*. (4th ed.) Needham Heights, MA: Pearson/Longman.

USNA, (2004). *United States Naval Academy 9USNA) Statement on Academic Plagiarism*. May 4, 2004 Faculty Senate Meeting. Retrieved on February 21, 2008 from: <http://www.usna.edu/Library/Plagiarism/Plagiarism.html>

Mujtaba, B G. (2015), Nova Southeastern University, H. Wayne Huizenga School of Business and Entrepreneurship, Course Outline on HRM4300 - Managing Workforce Diversity, accessed through AACSB database and this course outline is broadly modeled after this with necessary adaptations incorporated

IX. MEETING DATES AND LOCATION

When classes will be conducted in campus: As per pre-scheduled appointment/ office hour (on average two sessions per week)

When classes will be conducted online: All doubts through Zoom/ Google Meet/ email (to be specified by faculty clearly during the first session)

X. ADDITIONAL INFORMATION

Further Details on Course Assignments (If any)

Active student participation is required in all sessions

IIM Kashipur
Master of Business Administration

Microeconomics, Term I, Academic Year 2020-2021

Evaluation of Individual / Group Assignment by Faculty

Assignment for

Course:

Microeconomics

Submitted to:

Dr. Abhradeep Maiti/ Prof Vaibhav Bhamoriya

Submitted by:

(Student's name):

(Email address):

(Address):

(Work phone number):

(Home phone number):

Date of Submission:

Title of Assignment:

CERTIFICATION OF AUTHORSHIP: I/We certify that I(we) am(are) the author(s) of this paper and that any assistance I(we) received in its preparation is fully acknowledged and disclosed in the paper. I(we) have also cited any sources from which I(we) used data, ideas or words, either quoted directly or paraphrased. I(we) have added quotes whenever I(we) used more than three consecutive words from another writer. I(we) also certify that this paper was prepared by me(us) specifically for this course.

Student's Signature: _____

Faculty Comment and Marks:

Faculty Signature: