

Course Outline

COMM 220 – Analysis of Markets

Fall 2012 Section AA

Monday 17:45 – 20:15

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Office Hours: Thursday 15:00 – 17:00



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Concordia University
John Molson
School of Business



Description and Objectives:

A market exists where buyers wishing to exchange money for goods or services are in contact with sellers wishing to exchange goods and services for money and hence involves the fundamental economic forces of supply and demand. This course provides a general perspective on the operation and relationships between Canadian and international product, labour and financial markets. Students will be introduced to issues of fundamental importance to today's managers and entrepreneurs such as changes in structure and competitiveness in these markets in response to government policies, the determination and behaviour of interest rates, inflation, and market integration. It further provides students with the knowledge of the impact of government interventions in these markets. The course objective is to provide students with an understanding of the key economic concepts used in the analysis of markets as well as the ability to draw upon these in application.

Role of COMM 220 in the Commerce Program:

COMM 220 builds upon the pre-requisite micro- and macro-economic courses students have previously taken and develops an integrated conceptual framework for the economic analysis needed in any future course concerned with the relationships between firms, consumers, and the economic environment in which they operate. In doing so, this course provides the necessary foundations for courses in areas such as Finance, Management, Accounting, Marketing, and Entrepreneurship.

Required Text:

1. Pindyck and Rubinfeld, *Microeconomics*, 8th Edition, Prentice Hall, 2013.
2. Coursepack: COMM 220 – Analysis of Markets

Course Evaluation:

Exam 1	25%
Exam 2	25%
Final Exam	50%

Class Exams:

No make-up class test or midterm exam will be allowed. If you miss an exam for a **valid and documented** reason, you must provide the documentation (i.e., the **original** of your doctor's note clearly stating the reasons why you cannot write the test/midterm) **within seven days** of the test/midterm and the test/midterm weight will be added to the final exam. **If you miss a an exam for an invalid reason or you fail to submit the documentation within the specified time limit, you will receive a zero for that exam.**

The exams are **closed book exam** and only a **non-programmable calculator** is permitted. All electronic devices (e.g., cell phones, laptops, etc.) must be turned off and deposited at the front or rear of the classroom during the test/exam. **A minimum grade of 40% on the final exam is required to pass the course. Students cannot write a 100% final.**

Grading System:

A+	90 – 100	B+	77 – 79	C+	67 – 69	D+	57 – 59
A	85 – 89	B	73 – 76	C	63 – 66	D	53 – 56
A-	80 – 84	B-	70 – 72	C-	60 – 62	D-	50 – 52
FNS	< 50						

Tutorials: There will be three 2-hour tutorials each week starting September 14, 2012. Any change to the schedule will be posted in the “All Sections” folder on FirstClass.

Day	Time	Location	Tutor	First Tutorial	Last Tutorial
Fridays	12:00 – 14:00	MB-3.210	Jose	Sep 14	Nov 30
Saturdays	14:15 – 16:15	MB-S2.330	Wissam	Sep 15	Dec 01
Sundays	14:00 – 16:00	MB-2.270	Ally	Sep 16	Dec 02

The tutorials will use material that is not available in the textbook or study guide, give review prior to test/exam, and cover various past test/exam questions. Attending tutorials is not mandatory. However, you are strongly encouraged to attend at least one tutorial per week.

Tentative Schedule: The schedule may change depending on class progress; any changes will be announced in class. You are expected to read the assigned chapter(s) before coming to class.

Session	Required Readings	Date	Section
1	<i>Microeconomics</i> : Chapter 1 ¹ <i>Microeconomics</i> : Chapter 2	Sep 10	1-4 1-4, 6, 7
2	<i>Microeconomics</i> : Chapter 2 <i>Microeconomics</i> : Chapter 4	Sep 17	Elasticity of Demand (p.126-128) Consumer Surplus (p.132-135)
3	<i>Microeconomics</i> : Chapter 6	Sep 24	1-4
4	<i>Microeconomics</i> : Chapter 7 <i>Microeconomics</i> : Chapter 7	Oct 1	1-5
5	Exam 1 <i>Microeconomics</i> : Chapter 8	Oct 15	1-6
6	<i>Microeconomics</i> : Chapter 8 <i>Microeconomics</i> : Chapter 9	Oct 22	1-3, 4 (Price Supports), 6
7	<i>Microeconomics</i> : Chapter 9 <i>Microeconomics</i> : Chapter 17	Oct 29	1-6
8	<i>Microeconomics</i> : Chapter 17 <i>Microeconomics</i> : Chapter 5	Nov 5	1-6
9	<i>Coursepack</i> : Chapter 4, 5 & 6 Exam 2	Nov 12	
10	<i>Coursepack</i> : Chapter 4, 5 & 6	Nov 19	
11	<i>Coursepack</i> : Chapter 19 <i>International Markets</i>	Nov 26	
12	<i>International Markets</i>	Dec 3	
13	Review Class	Dec 5	
Common Final Exam: Cumulative (December 6 – 20)			

¹ Only section 1.3 will be covered in class. However, you are expected to read the entire chapter so that you are familiar with the concepts used in the analysis of markets.

Disclaimer: The instructor reserves the right to change or update this outline, and any other course related materials, as required. The student will be informed in a timely manner through announcements during class and/or FirstClass.

Academic Integrity and the Academic Code of Conduct:

The Code of Conduct (Academic) at Concordia University states that “The integrity of University academic life and of the degrees, diplomas and certificates the University confers is dependent upon the honesty and soundness of the instructor-student learning relationship and, in particular, that of the evaluation process. Therefore, for their part, all students are expected to be honest in all of their academic endeavours and relationships with the University.” (Undergraduate Calendar 2012-2013, section 17.10, pages 54-61.)

All students enrolled at Concordia are expected to familiarize themselves with the contents of this Code. You are strongly encouraged to read the pertinent section in the 2012-2013 Concordia Undergraduate Calendar, and visit the following web address: <http://www.concordia.ca/programs-and-courses/academic-integrity/>, both of which provide useful information about proper academic conduct.

Rights and Responsibilities:

Plagiarism:

The most common offense under the Academic Code of Conduct is plagiarism which the Code defines as **“the presentation of the work of another person as one’s own or without proper acknowledgement.”**

This could be material copied word for word from books, journals, internet sites, professor’s course notes, etc. It could be material that is paraphrased but closely resembles the original source. It could be the work of a fellow student, for example, an answer on a quiz, data for a lab report, a paper or assignment completed by another student. It might be a paper purchased through one of the many available sources. Plagiarism does not refer to words alone - it can also refer to copying images, graphs, tables, and ideas. “Presentation” is not limited to written work. It also includes oral presentations, computer assignments and artistic works. Finally, if you translate the work of another person into French or English and do not cite the source, this is also plagiarism.

In Simple Words:

Do not copy, paraphrase or translate anything from anywhere without saying where you obtained it!

(Source: *The Academic Integrity Website:*

<http://provost.concordia.ca/academicintegrity/plagiarism/>)

Important Dates:

September 18 (Tuesday): Deadline for withdrawal from the course with tuition refund

October 28 (Sunday): Deadline for withdrawal from the course without tuition refund

Support Services:

Concordia University offers many on-campus support services that are available to students free of charge. The web link <http://www.concordia.ca/help4u> is a useful facility that guides students to a specific support service that can provide appropriate assistance.