

CONSORTIUM
of Adventist Colleges & Universities



SYLLABUS

AU ECON 226 Microeconomics
Summer 2019

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Consortium of Adventist Colleges and Universities

Self-Paced Full Term Courses

This is a Self-Paced Full Term course which follows the Andrews semester schedule. Self-Paced Full Term courses have four important dates: 1) a start date, 2) a midterm completion date, 3) a final completion date, and 4) a course completion date. Please note that all module prior to the midterm must be completed BEFORE the midterm and all modules between the midterm and final must be completed BEFORE the final.

Instructor Contact

Please refer to course in Learning Hub for the teacher contact information.

Communication with the Instructor

It is important to remember that while the Internet is available 24 hours a day, your instructor is not. You can expect that your instructor will respond to e-mail message to you within *2 business days* during the week and may not be available to respond on weekends.

Other Assistance

Username and password assistance	helpdesk@andrews.edu	(269) 471-6016
Enrollment and withdrawal questions	sderegister@andrews.edu	(269) 471-6323
Technical assistance with online courses	dilit@andrews.edu	(269) 471-3960
Exam requests and online proctoring	sdeexams@andrews.edu	(269) 471-6566
Distance Student Services - any other questions	sdestudents@andrews.edu	(269) 471-6566

Part 1: Course Information

Course Descriptions

Explores theories currently used to explain how people choose what to consume and produce. Analysis extended to well-defined groups such as business firms; also explores the phenomenon called “the market” with its prices and the way people react to them. Algebra used extensively.

Prerequisite

Analyses will be developed using graphical illustrations and mathematical expressions. This requires some familiarity with algebra and the use of graphs. It is recommended that students complete the general education requirement in Mathematics before attempting the course

Program Learning Outcomes

1. Students will identify the major theory and concepts of business across business functional areas.
2. Students will incorporate relevant quantitative and qualitative data in the analysis.
3. Students will be able to deliver oral presentations clearly, confidently, and in an organized format, and present their written thoughts in a coherent narrative to articulate complex ideas.
4. Students will be able to identify Christian perspectives when approaching business issues and understand the Judea-Christian foundation of personal and professional integrity, ethics, accountability, and experience positive Christian growth.

Course Learning Outcomes

Upon successful completion of the course a student will be able to:

1. Demonstrate an understanding of the concept of economic opportunity cost and contrast it with accounting costs.
2. Demonstrate an understanding of the theory of supply and demand and describe their determinants.
3. Define price, income, and cross-price elasticity and demonstrate an understanding of their effect on demand.
4. Outline and explain the theory of the firm.
5. Describe the concepts of marginal cost, marginal revenue and marginal revenue product and their effect on profit maximization.

Required Text/Material

Hubbard, G., & O'Brien, A., (2015), *Microeconomics, 5th Edition*, Pearson, ISBN 9780133455540.

NOTE: Purchase textbooks through any online bookstore, such as amazon.com, which can deliver within 2 days. If you need to use financial aid to purchase textbooks, email sdestudents@andrews.edu, cutting and pasting the textbook information from syllabi, including course title and section, your full name and student ID#.

Credit Hour and Commitment

ECON 226 is offered for 3 credit hours as an undergraduate course. Students will need to plan to spend 3 times 4 hours/week during the 16 week duration of this course.

A suggested weekly schedule to divide your time is provided in the example below:

- Weekly Readings and Interactive Discussions on the Readings – 4 hours (approximately .5 hours/day for 6 days)
- Weekly Assignments: 4 hours
- Weekly Work on Quizzes: 4 hours

Part 2: Course Methods and Delivery

Methods of Instruction

Methods of instruction include assigned readings from the textbook and the course material, short essays and reflections on the reading, short open book quizzes on the readings, interactions with the instructor via blogs, and two exams. Regular participation in the course is essential to good performance. All your work will be conducted in the online forum.

Course/Technical Requirements

- Internet connection (DSL, LAN, or cable connection desirable).

LearningHub Access

This course is delivered online through LearningHub at <http://LearningHub.andrews.edu>

Your username and password are your Andrews username and password. You need to activate your username and password to access LearningHub.

Please do this online here: <https://vault.andrews.edu/vault/pages/activation/information.jsp> if you haven't already. If you need assistance, call or email us: (296) 471-6016 or helpdesk@andrews.edu.

If you need technical assistance at any time during the course, or to report a problem with LearningHub, please email dlit@andrews.edu or call (269) 471-3960.

Part 3: Course Requirements

Assessment Descriptions

BLOGS: The subject of Economics is not like a basic math where assignments are right or wrong. The blog requirements are non-negotiable. It is your responsibility to meet the requirements as they are.

QUIZZES/MIDTERM/FINAL: All of the assessments consist of multiple choice questions that will be covering the information present in the book.

PAPER: The paper will focus on your analysis to an article.

Rubrics

BLOGS: Every module, you are expected at minimum, to:

Submit at least a blog to the question of substantive means. Substantive means that you must take time in formulating your blog, organizing your own thoughts and incorporating the reading materials (you should be citing parts of the book and/or other reading materials in your posts). You must demonstrate evidence of critical thinking. Your initial post should include an APA formatted in-text citation and reference. This is where most students miss points given that they do not provide research for their work or do not put an in-text citation in their post.

HOW IS THE GRADING DONE?

The grading for blogs is worth 50 points per blog. The specific point breakdown is as follows:

– Exemplary

The student has participated above the minimum level in both quantity and clarity of communication in blog postings. The student:

- Goes above and beyond the requirements to effectively utilize course materials in discussion, demonstrating that materials have been read, comprehended, and applied to real situations.
- Clearly devotes time and thought to the coursework and his or her blog posts; always uses proper grammar, punctuation, and fonts in discussion.

– Good Work

The student met minimum requirements. The student:

- Utilizes course materials in discussion, demonstrating that materials have been read and comprehended, and applied to real situations.
- Devotes the minimum amount of time and thought to coursework and his or her discussion posts; almost always uses proper grammar, punctuation, and fonts in discussion.

– Needs Improvement

The student consistently contributed less than the minimum postings or postings were lacking thought and reference to course materials. The student:

- Contributes blogs that are short and lacking or unclear and unrelated to course materials; does not demonstrate that he/she has read or can apply the course materials.
- Devotes less than the minimum amount of time and thought to coursework and his or her discussion posts; seldom or never uses proper grammar, punctuation, and fonts in discussion.

– Failing

The student is clearly not spending time on this course. The student:

- Does not contribute at all or contributes posts that are short and lacking or unclear and unrelated to course materials; does not demonstrate that he/she has read or can apply the course materials.
- Devotes very little, if any, time and thought to coursework and his or her discussion posts; seldom or never uses proper grammar, punctuation, and fonts in discussion

Requirements of submission: You will write an post (3-4 paragraph response) to the blog forum.

Critical Elements	Distinguished (A)	Proficient (B)	Emerging (C)	Not Evident (F)	Percentage
Critical Thinking	You have a well-thought-out post.	You have a well-thought-out post.	You have a well-thought-out initial post.	You had no post.	40
Application	Your posts showed you answered the question; you demonstrated that you understood the course concepts. You had application within your work and appropriate use of economic terms. Your length of post is appropriate.	Your posts showed you answered the question; you did not completely understand the course concepts, did not address all parts of the questions and use appropriate use of economic terms in your work.	Your post showed you struggled to answer the question; you did not understand the course concepts and lacked application and depth of economic terms.	Your posts did not answer the question.	40
Writing (Mechanics/Citations)	No errors related to organization, grammar and style, and citations. The use of APA formatting was correct for all work.	Minor errors related to organization, grammar and style, and citations. There were some errors with APA formatting.	Some errors related to organization, grammar and style, and citations. There were many errors with APA formatting.	Major errors related to organization, grammar and style, and citations. APA formatting was not present.	20
Total					100 %

Important Notes: How to do well on blogs

- 1. Do you have 3-4 paragraphs for post?**
- 2. Did you use economic terms from the Week?**
- 3. Did you label your post correctly?**

How do quizzes/midterm/final work?

All assessments will be multiple-choice questions. Each quiz will be 20 multiple-choice questions, of which, you will have 60 minutes to complete it. No technological related excuses are accepted in the course for any reason, it is your responsibility to make sure that you complete all your work on time to get full points. The final exam will consist of 50 multiple-choice questions, of which you will have 120 minutes to complete it. The midterm exam will consist of 50 multiple-choice questions, of which you will have 120 minutes to complete it. You only get one attempt to take the test. When you are taking any assessment, any technological issue that does not allow you to complete the assessment will result in a grade of a 0. This is the same policy that applies to all students, so do not email me any excuses to why you cannot complete the assessments. You will need to ensure that you have a secure internet connection and that you are active during the assessment as you need to click every one minute. All students are held to the same policies in the course, so if you cannot finish the assessment for any reason, you will receive the score you earned at that point. No exceptions to this rule, so make sure to take plan early and be careful when taking any assessment.

How does the paper work?

You will be required to complete one paper that is a 1-2 page writing assignment that must be turned in as a Paper. You will need to submit one document that includes both your article and paper. The article must be at the end of your reference page and must be the full article. No links are allowed for your work or you will lose 30 points. If you do not turn the paper in you will receive a 0/100 as there are no exceptions or extensions. You must also use APA format in your paper to receive credit. What you will be doing is to find an article on any economic topic. You are required to find an article that is relevant to economics and make an argument in your analysis using appropriate economic terminology. Make sure you are referencing all appropriate sources.

PAPER GRADING RUBRIC

Content and Organization 50 points	<i>Points Earned</i>	Comments:
All key elements of the assignment are covered in a substantive way. <input type="checkbox"/> The paper is 1-2 pages. <input type="checkbox"/> proper use of economic terms <ul style="list-style-type: none"> • Development • Content • Transitions between paragraphs • Proper thesis If you do not include the FULL article with no links, you will receive a reduction of 50 points. Also, you must submit your work as one document with both your paper and article.		
The content is comprehensive, accurate, and /or persuasive.		
The paper develops a central theme or idea, directed toward the appropriate audience.		
The paper links theory to relevant examples of current experience and industry practice and uses the vocabulary of the theory correctly.		
Major points are stated clearly; are supported by specific details, examples, or analysis; and are organized logically. <input type="checkbox"/> Minimum of 2 data indicators		
The introduction provides sufficient background on the topic and previews major points.		
The conclusion is logical, flows from the body of the paper, and reviews the major points.		
Readability and Style 25 Points	<i>Points Earned</i>	Comments:
Paragraph transitions are present and logical and maintain the flow throughout the paper.		
The tone is appropriate to the content and assignment.		
Sentences are complete, clear, and concise.		
Sentences are well-constructed, with consistently strong, varied sentences.		
Sentence transitions are present and maintain the flow of thought.		
Mechanics 25 points	<i>Points Earned</i>	Comments:
The paper, including the title page, reference page, tables, and appendices, follow appropriate guidelines for format. (APA formatting is required)		
Citations of original works within the body of the paper follow appropriate guidelines.		
The paper is laid out with effective use of headings, font styles, and white space.		
Rules of grammar, usage, and punctuation are followed.		
Spelling is correct.		
Total 100 Points	<i>Points Earned</i>	Comments:

Steps to succeed for paper requirements:

1. Pick an article that you find that interests you in microeconomics and we have covered it in the course(examples includes: gas prices, food prices, housing prices, hybrid cars, supply of corn, markets, income distribution). The best place to find an article is in your local paper, cnn.com, or msnbc.com.

2. Divide your paper into 3-5 paragraphs. First paragraphs should consist of a summary of the article that you are evaluating. Second and third paragraphs should include an

evaluation/analysis of the article using appropriate economic terminology that has been presented in the course. It is important to make sure that you are not summarizing in paragraphs 2-3. Paragraphs 4-5 should consist of recommendations of what you think should be done or your position on the topic given the author point of view.

3. To submit the paper, you will need to copy your article into your paper after your bibliography page. Please note that APA is required for your work, which includes both your title page, reference page, and in-text citations. If you are having issues with APA formatting, you will need to contact the Writing Center.

4. Please make sure to plan early as no late work is accepted in the course. You will need to submit one document that includes both your article and paper. I would recommend that you start early to submit your work as you will not be able to submit your work late given the late policy in the course.

Exams

All exams in this course require proctoring. Students living outside of the United States must schedule their exams to be proctored online through the Testing Center. Students living in the United States may choose online or local proctoring. Appointments for proctoring in or online through the Testing Center are set up online at calendly.com/sde-exams/online.

For local proctoring, complete the exam request form linked in the course space to enter proctor information. Please do so two weeks before each exam deadline to allow adequate time for proctor approval. Approved local proctors include university, college or school faculty and teachers, student service workers, advisors, counselors and librarians, as well as educational, military, and workplace testing centers. Have the proctor's full name, position/title, employer name, phone and email available to fill in on the exam request form.

Note that an exam code is never released to the student, and cannot be sent to a proctor who has the same address as the student unless the address is known to be that of a school or mission facility. All students must present photo identification at the start of each exam session.

If you cannot take your exam by the deadline date, email specific reasons and your recovery plan to your instructor before the deadline. Your exam cannot be proctored after the exam deadline without email or phone approval directly from the instructor to the Testing Center (sdeexams@andrews.edu or 269-471-6566). The Testing Center will then work with a local proctor if needed.

No exam is returned to the student. Instructor feedback on exams prior to the final exam will be provided to aid studying for future exams.

For more details on taking exams and how online proctoring works, please see www.andrews.edu/distance/students/exams.html

Schedule with start, midterm, final and completion dates in RED.

Modules	Lessons	Readings	Assignments	Couse Objectives Met
Intro	Introduction & Orientation	Orientation Writing Expectations	Submit: Schedule Tell About Me Academic Honesty	
1 May 13-19	Introduction to Economics	Chp 1 -- Economics: Foundations and Models	Blog #1	CO1, CO4 P1, P3
2	Market Systems	Chp 2 -- Trade-offs, Comparative Advantage, and the Market System	Blog #2 Quiz #1	CO1, CO4 P1, P3
3	Supply and Demand	Chp 3 -- Where Prices Come From: The Interaction of Demand and Supply	Blog #3 Quiz #2	CO1, CO4 P1, P3
4	Price Ceilings and Floors	Chp 4 -- Economic Efficiency, Government Price Setting, and Taxes	Blog #4 Quiz #3	CO1, CO3, CO4 P1, P2, P3
5	Externalities and Elasticities	Chp 5. Externalities, Environmental Policy, and Public Goods Chp 6. Elasticity: The Responsiveness of Demand and Supply Chp 7. The Economics of Health Care	Quiz #4	CO3 P2
6	Stock Market	Chp 8. Firms, the Stock Market, and Corporate Governance	Quiz #5	CO8, CO9 PO2, PO4
7	International Trade	Chp 9. Comparative Advantage and the Gains from International Trade	Blog #5	CO3, CO4, CO5 PO2, PO3, PO4
8 June 16-20	MIDTERM EXAM (Midterm Exam needs to be completed by Thursday, June 20, 11:59 PM)			CO4, CO7 PO1, PO4
9	Consumer Choice	Chp 10. Consumer Choice and Behavioral Economics	Quiz #6	CO1, Co4, CO5, CO6 PO4, PO5
10	Production Costs	Chp 11. Technology, Production, and Costs	Quiz #7	CO1, Co4, CO5, CO6 PO4, PO5
11	Perfectly Competitive Markets	Chp 12. Firms in Perfectly Competitive Markets	Blog #6 Quiz #8	CO3, CO4, CO7, CO8 PO2, PO4
12	Monopolistic Competition	Chp 13. Monopolistic Competition: The Competitive Model in a More Realistic Setting	Blog #7	CO3, CO4, CO7, CO8 PO2, PO4
13	Oligopolies	Chp 14. Oligopoly: Firms in Less Competitive Markets	Quiz #9	CO3, CO4, CO7, CO8 PO2, PO4
14	Monopolies	Chp 15. Monopoly and Antitrust Policy	Blog #8	CO8, CO9 PO2, PO4
15	Pricing Strategy	Chp 16. Pricing Strategy	Paper	CO8, CO9 PO2, PO4
16 July 28 - August 1	FINAL EXAM (Final Exam needs to be completed by Thursday, August 1, 11:59 PM)			

Completing Assignments

All assignments for this course will be submitted electronically through Learning Hub unless otherwise instructed.

Part 4: Grading Policy

Graded Course Activities

Percent %	Description
40%	Discussion Boards (8 of them at 50 points each)
25%	Quizzes (9 of them at 25 points each)
10%	Paper
10 %	Midterm
15%	Final
100	Total Percent Possible

Viewing Grades in Learning Hub

- Click into the course.
- Click on the **Grades** link in the Settings Box to the left of the main course page.

Letter Grade Assignment

Letter Grade	Percentage
A	93-100%
A-	90-92%
B+	88-89%
B	83-87%
B-	80-82%
C+	78-79%
C	73-77%
C-	70-72%
D	60-69%
F	0-59%

Part 5: Course Policies

Withdrawal and Incomplete Policies

The current withdrawal policy can be found online at <https://www.andrews.edu/distance/students/gradplus/withdrawal.html>. The incomplete policy is found online at <http://www.andrews.edu/web/msc/moodle/public/incompletes.html>.

Maintain Professional Conduct Both in the Classroom and Online

The classroom is a professional environment where academic debate and learning take place. Your instructor will make every effort to make this environment safe for you to share your opinions, ideas, and beliefs. In return, you are expected to respect the opinions, ideas, and beliefs of other students—both in the face-to-face classroom and online communication. Students have the right and privilege to learn in the class, free from harassment and disruption.

Academic Accommodations

Students who require accommodations may request an academic adjustment as follows:

1. Read the Andrews University Disability Accommodation information at <https://www.andrews.edu/services/sscenter/disability/>
2. Download and fill in the disability form at <http://www.andrews.edu/services/sscenter/disability/accommodationsreqform.pdf>. Preferably type answers. To save a digital copy, 1) print to file and save or 2) print and scan. Email the completed form and disability documentation (if any) to success@andrews.edu or fax it to (269) 471-8407.
3. Email sdestudents@andrews.edu to inform the School of Distance Education that a disability has been reported to Student Success.

Commitment to Integrity

As a student in this course (and at this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class, and integrity in your behavior in and out of the classroom.

Commit to Excellence

You deserve a standing ovation based on your decision to enroll in, and effectively complete this course. Along with your pledge of “commitment to Integrity” you are expected to adhere to a “commitment to excellence.” Andrews University has established high academic standards that will truly enhance your writing and communication skills across the disciplines and in diverse milieu with many discourse communities in the workplace.

Honesty

Using the work of another student or allowing work to be used by another student jeopardizes not only the teacher-student relationship but also the student’s academic standing. Lessons may be discussed with other students, tutors may help to guide a student’s work, and textbooks, encyclopedias and other resource materials may be used for additional assistance, but the actual response must be the student’s own work.

Exams must be completed in the presence of an approved supervisor without the assistance of books, notes, devices or outside help unless otherwise specified in the exam directions. The student should have no access to the exam either before or after it is taken. A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty.

Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action.

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