



# DOANE UNIVERSITY SYLLABUS

<b>Course Title</b>	Microeconomics and Business
<b>Course Number</b>	ECO 204
<b>Number of Credits</b>	3
<b>Course Dates</b>	WIN1 Oct 15, 2018 On ground Omaha
<b>Instructor</b>	Dr. Jody Woodworth
<b>Email Address</b>	Jody.woodworth@doane.edu
<b>Office Hours/Availability</b>	<p>You may contact me on my cell or email. I will respond within 24 hours unless posted differently on the announcement page in Blackboard. All instructor correspondence will be sent to your Doane University e-mail account. Please plan on checking your Doane Gmail account AND Blackboard site regularly for course related messages.</p> <p>This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <a href="http://bb2.doane.edu">http://bb2.doane.edu</a></p>
<b>Preferred Phone</b>	402.679.2084 I will also except texts, please identify yourself and the class you are in.
<b>Textbook Information:</b>	Survey of Economics by Irvin B. Tucker 9th edition by Cengage Learning Student ISBN: 978-1-305-26094-8.
<b>Additional Course Materials</b>	Handouts and articles that will be distributed in class periodically.
<b>Course Description</b> ECO 204 - Microeconomics and Business (3)	An introduction to basic concepts governing the operation of the microeconomy, with specific emphasis placed on understanding microeconomic theory, policy, and issues as they relate to business decision-making. Students successfully completing this course will be able to comprehend the workings of the supply and demand model from both a graphical and mathematical perspective, explain the role that elasticity plays in the supply and demand model and know how to

	calculate and interpret various elasticities, understand utility maximization and the theory of consumer behavior, explain how cost structures differ in the short run and the long run, analyze various market structures in terms of their economic performance, and understand the workings of the various factor markets.
<b>Course Learning Outcomes/Objectives</b>	At the completion of this course students will be able to: 1. Evaluate the implication of supply and demand and the effects of elasticity as it relates to various markets. 2. Interpret and graphically express cost curves to determine price point or profit of all types of markets. . 3. Differentiate the characteristics of competitive, monopolistically competitive, oligopoly, and monopolistic market environments. 4. Illustrate fundamental economic principles by identifying economic problems and proposing available alternatives. 5. Interpret the market demand for labor and changes to the market demand for labor.
<b>Technology Requirements</b>	<a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>

**Course Schedule**

<b>Week or Module</b>	<b>Topic</b>	<b>In Class Content</b>	<b>Assessments Matched to Learning Outcomes</b>	<b>Due Date &amp; Time</b>
Week 1 October 17th	Chapter 1 & 1a Introduction to Economics – production possibilities, opportunity cost and economic growth  Chapter 2. Production Possibilities	Lectures – Chapters 1, 1a, and 2  Reading Guide (20)  Graphing Exercises: (30) calculations of slope	Read Chapter 1, 1a, and 2  Modeling Exercise (20)  Study Questions and Problems: (20) Chapter 1 Q2, Q6, Q8 Chapter 2 Q4  Vocabulary Matching (10)  Read article regarding opportunity cost and be prepared to discuss in class week 2	All requirements for the week are due at 11:59pm the Tuesday prior to class

<p>Week 2 October 24<sup>th</sup></p>	<p>Chapter 3 – Market Demand and Supply</p>	<p>Lectures – Chapter 3</p> <p>Discussion from article on the issue of Opportunity Cost (20)</p> <p>Graphing Exercises 1: (30) Demand curve changes; calculations of slope.</p>	<p>Reading Guide Chapter 3 (20)</p> <p>Graphing Exercise 2: (30) for Supply, calculations of slope and equilibrium</p> <p>Study Questions and Problems Chapter 3: (25) Q2, Q4, Q6, Q8, Q12</p> <p>Vocabulary matching (10)</p>	<p>All requirements for the week are due at 11:59pm the Tuesday prior to class</p>
<p>Week 3 October 31<sup>st</sup></p>	<p>Chapter 4 - Markets in Action</p>	<p>Read Chapter 4</p> <p>Graphing Exercise 1: for Equilibrium Scenarios (20)</p>	<p>Reading Guide Chapter 4 (20)</p> <p>Graphing Exercise 2: for Price floors and price ceilings (20)</p> <p>Study Questions and Problems: (25) Chapter 4 Q2, Q4, Q6, Q8, Q10</p> <p>Read research on potential externalities and how the market is impacted to discuss in week 4 class.</p>	<p>All requirements for the week are due at 11:59pm the Tuesday prior to class</p>
<p>Week 4 November 7th</p>	<p>Chapter 5 - Price Elasticity of Demand</p>	<p>Read Chapter 5</p> <p>Discuss the issue of externalities and market impact (20)</p> <p>Worksheet: (20) price elasticity of demand</p>	<p>Graphing Exercises: (20) calculations for revenue and pricing determinants</p> <p>Study Questions and Problems: (25) Chapter 5 Q2, Q4, Q6, Q8, Q10</p> <p>Be prepared to discuss the Application of Supply and Demand in Chapter 4 appendix p.98 for week 5</p>	<p>All requirements for the week are due at 11:59pm the Tuesday prior to class</p>

Week 5 November 14 <sup>th</sup>	Chapter 6 - Production Costs	Read Chapter 6  Discuss the Application of Supply and Demand in Chapter 4 appendix (20)  Worksheet: (20) Creation of Cost curve matrix and production function of labor.	Graphing Exercise: (30) for short run and long run cost curves and profit maximization.  Study Questions and Problems: (20) Chapter 6 Q2, Q4, Q6, Q8  Review handout on accounting profit vs economic profit and implicit/explicit costs. Be prepared to discuss in class Week 6	All requirements for the week are due at 11:59pm the Tuesday <b>November 20<sup>th</sup> before Thanksgiving break</b>
Week 6 November 28th	Chapters 7 Perfect Competition &  Chapter 8 Monopoly	Read Chapters 7 & 8  Discussion of accounting profit vs economic profit and implicit/explicit costs. (20)  Worksheet: (20) Begin Market Characteristic Matrix Part 1	Graphing Exercise 1: (20) questions for cost curves and profit maximization for Perfectly Competitive markets.  Graphing Exercise 2: (20) and questions for cost curves and profit maximization for Monopolistic markets.  Study Questions and Problems: (25) Chapter 7 Q4, Q6, Q8 Chapter 8 Q2, Q4  Analyze the Issue Text p. 175 New York Taxicabs	All requirements for the week are due at 11:59pm the Tuesday prior to class
Week 7 December 5th	Chapter 9 - Monopolistic Competition and Oligopoly Markets	Read Chapter 9  Discuss Analyze the Issue Text p. 175 New York Taxicabs (20)  Worksheet: Finalize construction of Market Characteristics Matrix Part II (20)	Graphing Exercise 1: (20) questions for cost curves and profit maximization for Monopolistic Competitive markets.  Graphing Exercise 2: (10) questions for cost curves and profit maximization for Oligopoly markets.  Study Questions and Problems: (25) Chapter 9 Q3, Q4, Q6, Q8, Q10	All requirements for the week are due at 11:59pm the Tuesday prior to class

			Analyze the Issue Text p. 185 Social Networking to be discussed in week 8  Review Analyze the Issue 2 for week 8 on licensure.	
Week 8 December 12 <sup>th</sup>	Chapter 10 - Labor Markets and Income Distribution	Read Chapter 10  (20) Analyze the Issue Text p. 185 Social Networking  Analyze the issue 2: (20) Licensure and property rights	Graphing Exercises (20) and questions for supply and demand for labor.  Worksheet: (20) Questions and calculations on equilibrium wage rate.  Study Questions and Problems: (20) Chapter 10: Q2, Q6, Q8, Q10	All requirements for the week are due at 11:59pm the Monday <b>December 17<sup>th</sup></b>

#### Grading Assessments

Type of Assessment	Points	Total possible points
Attendance *	10 each	80
Reading Guides	20 each	60
Vocabulary Matching	10 each	20
Study Questions	5 each	185
Worksheets	20 each	100
Graphing Exercises	Varied	270
Modeling	20 each	20
In class discuss and Analyze the Issue	20 each	140
<b>Total Points for the Course</b>		<b>875</b>

\*See participation policy requirements section for point distribution – no exceptions

**Extra Credit Opportunity.** NO extra credit will be offered in this course.

**Grade Scale** (Grade scale will be program specific. Please check with the applicable Program Director for this information.)

Grade	Percent Range	Points	Grade	Percent Range	Points
A	100-94%	875 - 822	C	76-74%	672 - 647
A-	93-90%	821 - 787	C-	73-70%	646 - 612
B+	89-87%	786 - 761	D+	69-67%	611 - 586
B	86-84%	760 - 735	D	66-64%	585 - 560
B-	83-80%	734 - 700	D-	63-60%	559 - 525
C+	79-77%	699 - 673	F	59% and below	524 and below

<b>Participation Policy</b>	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>It is important that for you to be prepared, to attend, and to participate in the planned class activities. A full knowledge of economics cannot be acquired simply by reading the assigned text. Your regular attendance and participation will help you maximize the learnings to be realized while ensuring that you gain a sense of order, flow and logic of the course.</p> <p>Should you be absent <b>from more than one (1) class for whatever reason</b>, each of these absences will result in a deduction of 10 points each from your total points accumulated. Students that miss one class will receive the maximum number of points for attendance if all materials are submitted for that week and the instructor is notified. In class discussions may be deducted as well.</p>
<b>Study Time</b>	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>
<b>Late Work</b>	<p><a href="#">Click or tap here to enter text.</a>All assignments must be finished and turned in to complete the course. Unless the instructor is notified BEFORE the assignment is due, it is automatically docked 10% each day an assignment is late. Federal requirements state that students must complete 75% of the course work to be eligible to receive an incomplete for the course. If students fall more than two weeks behind, they cannot meet this requirement.</p> <p>Each student is responsible for all work missed regardless of the reason for the absence. There is no such thing as an automatic excuse from any segment of academic endeavor, nor is there an automatic extension of due date for assigned work. A student is expected to contact instructors before an absence occurs to receive the next assignment or make-up assignment.</p>
<b>Submitting Assignments</b>	<p>All assignments, unless otherwise announced by the instructor with in-class projects, MUST be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.</p>

<b>Communication Policy including Assignment Feedback</b>	Please allow 3-5 days for feedback on assignments. This timeframe is dependent upon the level of detail that I provide and the number of students in the course. I expect you to read my feedback and make changes if needed. If you do not know how to look at feedback using the My Grades tool in Blackboard, please notify me immediately.
<b>Academic Integrity Policy</b>	Doane University expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories: a. Cheating – “Intentionally using or attempting to use unauthorized information or study aids in an academic exercise.” b. Fabrication – “Intentional and unauthorized falsification of invention or any information or citation in an academic exercise.” c. Facilitating academic dishonesty – “Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty, and/or coercing other to do the same,” d. Plagiarism – “Intentionally or knowingly representing the words or ideas of another as one’s own in any academic exercise, in both oral and written projects.” For more information on academic integrity, please visit the website: <a href="http://catalog.doane.edu/content.php?catoid=16&amp;navoid=1333">http://catalog.doane.edu/content.php?catoid=16&amp;navoid=1333</a>
<b>Academic Support</b>	Please contact academicsupport@doane.edu <a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a>
<b>Disability Services</b>	<a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a> Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at <a href="mailto:chris.brady@doane.edu">chris.brady@doane.edu</a> or 402-467-9031 for assistance.
<b>Military Services</b>	<a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a>
<b>Anti-Harassment Policy</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a>
<b>Grade Appeal Process</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a>
<b>Credit Hour Definition</b>	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
<b>Syllabus Changes</b>	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time. The materials, including the schedule and evaluation points are outline in the Course Calendar at the end of the syllabus. All assignments are subject to change, students will be notified.

**Extra Credit Opportunity.** NO extra credit will be offered in this course.