



SYLLABUS

Course Title	Microeconomics and Business
Course Number	ECO 204
Number of Credits	3
Course Dates	10/14/19 - 12/14/19
Instructor	Janet E Scott
Email Address	Janet.Scott@doane.edu
Office Hours/Availability	Available in person by appointment. Please email or text with questions/concerns.
Phone Number	402-570-3977 (texts ok) Please identify in text that you are a student of Doane Lincoln when texting.
Textbook Information: (e.g. title, edition, publisher, ISBN)	Connect Master 1-Semester Online Access for Principles of Economics By Carlos Asarta and Roger Butters ISBN10: 1259935507
Additional Course Materials	N/A
Course Description	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.
Program Outcomes	<p>a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions</p> <p>b. Gain knowledge and understanding of the ethical and legal issues involved in business</p> <p>c. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>d. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p> <p>e. Obtain an understanding of the value of diversity.</p>
Course Learning Outcomes/Objectives	<p>1. Diagram and interpret demand and supply schedules and the resulting graphs.</p> <p>2. Calculate and interpret how economists' measure sensitivity of quantity demanded to changes in price and income.</p> <p>3. Explain the theory of consumer and producer behavior.</p> <p>4. Analyze the firm's cost of production and sources of revenue.</p> <p>5. Calculate and interpret graphically and mathematically the optimal levels of production in different market structures.</p> <p>6. Identify the major characteristics of different market structures.</p> <p>7. Explain how prices are determined in different market structures.</p> <p>8. Apply microeconomic principles to current economic issues.</p>
Course Prerequisites	ECO 203
Instructional Details	<p>This course will use a combination of the following instructional methods:</p> <p>In-class Activities/Discussions</p> <p>Assigned Videos & LearnSmarts</p> <p>Concept Quizzes</p> <p>Group and Individual Projects as assigned</p>
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic Covered in Class	Content - Homework for following week	Assessments Matched to Learning Outcomes	Due Date & Time
Week 1	Fundamentals	Videos & LS Demand & Supply	Quiz-Fundamentals	11:55pm on 10/22/19
Week 2	Demand & Supply & Company Project 1	Videos & LS Market Equilibrium & Efficiency	(LO1) - Quiz: Demand & Supply (LO8) Company Project	11:55pm on 10/29/19 Project 1 due in class 10/30
Week 3	Market Equilibrium & Efficiency	Videos & LS Elasticity	(LO2) - Quiz: Markets	11:55pm on 11/5/19
Week 4	Elasticity Company Project 2	Videos & LS Market Failure & Consumer Choice	(LO3) - Quiz: Elasticity (LO8) Company Project	11:55pm on 11/12/19 Project 2 due in class 11/13
Week 5	Market Failure & Consumer Choice	Videos & LS Production Costs	(LO4) - Quiz: Market (LO5) Failure & (LO7) Consumer Choice	11:55pm on 11/19/19
Week 7	Production Costs Price Project	Videos & LS Market Structures	(LO5) - Quiz: (LO6) Production (LO7) (LO8) - Price Project	11:55pm on 12/3/19
Week 8	Market Structures Price Project Presentation		(LO8) - Price Project	Presentations in class

Grading Assessments

Type of Assessment	Weight
In-Class Activities	15%
Video & LearnSmart Homework	25%
Projects	30%
Quizzes	30%

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
F = 59% or below

Participation Policy	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.
Study Time	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.
Late Work	I do not accept late work. All assignments must be submitted on Blackboard or handed in at the end of class.
Submitting Assignments	Videos, LearnSmart and Concept Quizzes will be submitted on Blackboard at 11:55 pm on the assigned Tuesday. In-class Activities and Projects will be submitted in class.
Communication Policy including Assignment Feedback	<p>I will try to respond to all emails within 24 hours. A text message received between 6 am and 8 pm will receive a reply prior to 9 pm. A text message received after 8 pm will receive a reply before noon the following day.</p> <p>Assignments submitted through Blackboard will have immediate feedback. Projects will receive feedback in the class period after submission.</p>

Academic Integrity Policy	<p>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:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. 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. <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website: http://catalog.doane.edu/content.php?catoid=18&navoid=1448#Academic Dishonesty</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services 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.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>
Anti-Harassment Policy	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=452</p>

Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	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.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.
Doane Syllabus Addendum	Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at https://www.doane.edu/Syllabus .