Course Description:

This course is a study of the basic principles of economics and includes topics related to consumer behavior, supply and demand, market structures, money and banking, monetary and fiscal policies, inflation, unemployment, and global economic issues.

Course Learning Outcomes:

After completing this course the student will be able to:

- Discuss the key components and current events related to macroeconomic and microeconomic theory.  
  (Assessment: Book Review, In Class Participation)
- Analyze key economic and management issues in a particular industry, company, or economy and propose appropriate managerial solutions to the situation.  
  (Assessment: End of Chapter Exercises)
- Recall important management facts and concepts.  
  (Assessment: Exams)

Textbooks:


Note: Students must purchase the 6th edition of the textbook as some activities are specific to the 6th edition. Sharing textbooks for this course is discouraged. Do not attempt to complete this course without renting or purchasing the textbook.

Student Assignments and Grade Breakdown

Students in this course will be evaluated by the College's standard grading system. You should refer to the Student Handbook or the College Catalog for further details. No late work will be accepted for any assignment. The criteria for determining that grade will be as follows:
1. End of Chapter Exercises (40%)

This course will require you to think critically about many of the issues that we confront in our daily lives. Each chapter has a set of exercises that you will do in a group every week and will be due by the Tuesday after we have covered them in class.

Some of the questions are simple and some will require you to answer in a complete paragraph. In all cases, you must demonstrate in your answer that you understand and can apply the material. Simply answering “Yes” or “No” to a question will not suffice - you must explain why you answered or why the concept does or does not apply. For questions that require a graph or a table you must create that graph or table and embed it in the document.

Each group is only required to turn in one document with the answers. At the end of the semester, you will be required to rate each member of the group’s participation in the exercises and the final grade for this section will be adjusted accordingly.

Your submissions be in .doc or .docx format and have a cover page that contains the names of all of the members of your group, the chapter for the exercises that are contained, and the date that the work is due.

2. Book Review (20%)

You will be required to read and review More Than Good Intentions by Dean Karlan. The review will consist of a title page, two pages that summarize the main points of the book, and three pages of recommendations and analysis based on the economic principles that are discussed in class. You must avoid making normative statements (“I think...” or “I believe...”) so that you can make positive statements using facts and data. You will be graded on your ability to clearly present the main points of the book and also tie the learnings from your textbook back into your writing.

The analysis should be typewritten with 1 inch margins and double spaced throughout. Use Times New Roman font (12 pt.). You can cite other sources such as the internet or your textbooks or class notes in helping to tie back what you’ve learned, but you must give proper citation in MLA. Grammar and sentence structure will be evaluated. Poorly written papers will receive low scores and a failure to follow the guidelines for length and content will severely impact your grade.

3. Midterm and Final Exams (30%)

These exams will be approximately 75 minutes in length and you will take them online. They will consist of multiple choice and true/false questions. The exams will be comprehensive in that they will cover anything that was discussed in the course up to that point. You are welcome to use your textbook and notes to aid you in completing the exams.

4. Attendance and Participation (10%)

This material for this class is best experienced when everyone is participating and the discussion is lively. Along with that, you will not learn what you need in order to understand the material for this class unless you are present with us. Active participation and being in attendance for all class meetings will help you to get the most out of this class.
## Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Readings</th>
<th>Learning Activities &amp; Assignments</th>
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| 8/24 | Chapter 1 - What is Economics? | 1. Review class syllabus prior to first meeting  
2. Read Chapter 1 |
| 8/31 | Chapter 2 - Key Principles of Economics | 1. Read Chapter 2  
2. Chapter 1 Exercises due 9/1 |
| 9/7  | Chapter 3 - Demand, Supply and Market Equilibrium | 1. Read Chapter 3  
2. Chapter 2 Exercises due 9/8 |
| 9/14 | Chapter 4 - Elasticity: A Measure of Responsiveness  
Chapter 5 - Production Technology and Cost | 1. Read Chapters 4 and 5  
2. Chapter 3 Exercises due 9/15 |
| 9/21 | Chapter 6 - Perfect Competition  
Chapter 7 - Monopoly and Price Discrimination | 1. Read Chapters 6 and 7  
2. Chapter 4 and 5 Exercises due 9/22 |
| 9/28 | Chapter 8 - Market Entry, Monopolistic Competition, and Oligopoly | 1. Read Chapter 8  
2. Chapter 6 and 7 Exercises due 9/29 |
| 10/5 | Chapter 9 - Imperfect Information, External Benefits, and External Costs | 1. Read Chapter 9  
2. No Chapter Exercises due for Chapter 8 |
| 10/12 |  | Online Midterm Exam |
| 10/19 | Chapter 10 - The Labor Market and the Distribution of Income | 1. Read Chapter 10  
2. No Chapter Exercises due for Chapter 9 |
| 10/26 | Chapter 11 - Measuring a Nation’s Production and Income | 1. Read Chapter 11  
2. Chapter 10 Exercises due 10/27 |
| 11/2 | Chapter 12 - Unemployment and Inflation | 1. Read Chapter 12  
2. Chapter 11 Exercises due 11/3 |
| 11/9 | Chapter 13 - Why Do Economies Grow? | 1. Read Chapter 13  
2. Chapter 12 Exercises due 11/10 |
| 11/16 | Chapter 14 - Aggregate Demand and Aggregate Supply | 1. Read Chapter 14  
2. Chapter 13 Exercises due 11/17 |
| 11/23 |  | Thanksgiving Break - No Class or Assignments |
| 11/30 | Chapter 15 - Fiscal Policy  
Chapter 16 - Money and the Banking System | 1. Read Chapters 15 and 16  
2. No Chapter Exercises due for Chapter 14 |
| 12/7  | Chapter 17 - Monetary Policy and Inflation | 1. Read Chapter 17  
2. Chapter 15 and 16 Exercises due 12/8 |
| 12/14 |  | Online Final Exam |
**Attendance and Academic Integrity**

The attendance policy for this course is consistent with CCU’s requirements for a 3 credit hour class. Since this class meets twice per week, you will receive a grade of FA (Failure due to Absence) if you are absent for more than 4 class periods. Likewise, policies regarding academic integrity as published in the CCU student handbook will apply in this course.

**Disabilities and Special Accommodations**

Students who require academic accommodations due to a documented physical, psychological, or learning disability should request assistance from Disability Services by contacting Ray Horton at ray.horton@ccuniversity.edu. The Evan Bolejack Learning Center is also available for academic coaching and is located in the lower level of the Worship/Ministry building across from the elevator. You may contact the office by phone at 513-244-8479 or by email at academic.support@ccuniversity.edu.