



CINCINNATI
CHRISTIAN UNIVERSITY

BUSN 301 99 Microeconomics

School of Business – Cincinnati Christian University

Instructor: Dave Farris (david.farris@ccuniversity.edu)

Meeting Times: This is a fully online course. If you need to meet with the professor in person or over video chat, please make an appointment to do so.

Course Description:

This course is a study of the basic principles of economics from the standpoint of the individual firm, consumer, or citizen. The course includes topics related to consumer behavior, supply and demand, market structures, and the income cycle.

This course meets CCU's mission to "[provide] a Christ-centered, liberal arts education taught with a Christian worldview in students' chosen field of study" by asking giving students a basic understanding of economic issues in society.

Course Learning Outcomes:

After completing this course the student will be able to:

- Discuss the key components and current events related to microeconomic theories. **(Assessment: Book Review, Economics Essay)**
- 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, Economics Essay, Book Review)**
- Recall important facts and concepts related to microeconomics **(Assessment: Exams, End of Chapter Exercises)**

Course Books:

O'Sullivan, Sheffrin, Perez. *Survey of Economics: Principles, Applications, and Tools (6th Ed)*. Pearson. 2014. (ISBN: 9780132948852)

Karlan, Dean. *More Than Good Intentions: Improving the Ways the World's Poor Borrow, Save, Farm, Learn, and Stay Healthy*. Plume Publishing. 2012. (ISBN: 9780452297562)

Student Assignments and Grade Breakdown

Students in this course will be evaluated by the grading system that is outlined later in this syllabus. You should refer to the Student Handbook or the University Catalog for other details around grading. **No late work will be accepted for any assignment.** The criteria for determining that grade will be as follows:

1. Economics Essay (15%)

You will be required to write a 5 page essay expressing a well-informed and researched opinion on a topic related to microeconomics. I will post a list of possible and you will choose one. You must propose your topic by November 17th.

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 your ability to tie the learnings from your textbook back into your writing.

The paper must 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 format. 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. The paper will be due by 11:59pm EDT/EST by the dates listed in Canvas and below in the syllabus.

2. Book Review (15%)

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 studied in this 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. End of Chapter Exercises (50%)

Each chapter has exercises at the end to help check your understanding of the topics that you read. You must complete these problems and show your work. If there is a True/False question or a Yes/No question, you must explain why you answered in the way that you did.

If the problem asks you to draw a graph, you may hand-draw the graph and take a picture with your phone to insert into the document. All submissions must otherwise be typed and submitted through the modules in Canvas. Pay special attention in the syllabus or on Canvas to which exercises to complete as you are not required to complete the entire set at the end of each chapter.

4. Final Exam (10%)

You will have an open-note, multiple-choice exam that must be completed that will include all of the chapters from the textbook that are covered in this course. Details for the exam will be posted on Canvas.

Tentative Course Schedule

Modules	Readings	Learning Activities & Assignments
Module 1	Chapter 1: What is Economics?	1. Complete Exercise Sections 1.1, 1.2, and 1.3 due 9/1
Module 2	Chapter 2: The Key Principles of Economics	1. Complete Exercise Sections 2.1, 2.2 (skip 2.9-10), 2.3, 2.4 (skip 4.9), and 2.5 (skip 5.8-10) due 9/15
Module 3	Chapter 3: Demand, Supply, and Market Equilibrium	1. Complete Exercise Sections 3.1, 3.2, 3.3, 3.4 (skip 4.9-10), and 3.5 (skip 5.14-15) due 9/29
Module 4	Chapter 4: Elasticity: A Measure of Responsiveness	1. Complete Exercise Sections 4.1, 4.2 (skip 2.10, 2.15-17), 4.5 due 10/13.
Module 5	Chapter 5: Production Cost and Technology	1. Complete Exercise Sections 5.1, 5.2, 5.3 (skip 3.8-9), and 5.4 due 10/27.
Module 6	Chapter 6: Perfect Competition	1. Complete Exercise Sections 6.1, 6.2 (skip 2.10-2.12), 6.3 (skip 3.7-8), 6.4 (skip 4.8-12), 6.5 (skip 5.10-11), and 6.6 due 11/3.
Module 7	Chapter 9: Imperfect Information, External Benefits, and External Costs	1. Complete Exercise Sections 9.1 (skip 1.10-16), 9.2 (skip 2.6), 9.3 (skip 3.8-11), 9.4 (skip 4.7-8 but do 4.9-10), and 9.6 (skip 6.8-9) due 11/10.
Module 8	Chapter 10: The Labor Market and the Distribution of Income	1. Complete Exercise Sections 10.1, 10.2, 10.3 (skip 3.13-16), 10.4 (skip 4.7), and 10.5 due 11/17 2. Turn Economics Essay assignment topic by 11/17.
		Final Exam due on 11/24
		Book Review due on 12/8
		Economics Essay due on 12/11

Attendance and Academic Integrity

Policies regarding academic integrity and the procedures for addressing integrity issues like plagiarism, copying answers, or cheating on an exam in this course reflect the policies and procedures as they are written in the CCU student handbook. This course's attendance is measured by student interaction. This means that if a student completes their weekly module assignment, they are counted as present. If they fail to complete any of the weekly module assignments, they will be counted as absent. Since this course meets online, if a student receives more than 2 absences, they will receive an FA for the course.

Disabilities and Special Accommodations

Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (513.244.8140).

Grading Scale for This Course

Letter Grade	Grade Percentage
A	93 - 100
A-	90 - 92.99
B+	87 - 89.99
B	83 - 86.99
B-	80 - 82.99
C+	77 - 79.99
C	73 - 76.99
C-	70 - 72.99
D+	67 - 69.99
D	63 - 66.99
D-	60 - 62.99
F	59.99 or below