

ECON 294: Microeconomics

Location:	Jacksonville
Address:	7077 Bonneval Rd., Ste. 114 Jacksonville, FL 32216
Section:	19FALL2/ECON/294/AFL5
Semester Credit Hours:	3
Class Day(s) and Time(s):	Thursday 5:00 PM - 9:00 PM from October 21, 2019 to December 14, 2019

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Course Information

Catalog Description

Introduction to specific economic units and to individual markets and individual interactions within an economy.

Prerequisites: Sophomore standing. G.E.

Textbooks

As part of TruitionSM, students will receive their course materials automatically as described below.

 Miller. (2018). *Economics Today with access to MyEconLab* (19th). Pearson. *eText*

Bookstore Information

Visit <https://www.ccis.edu/bookstore.aspx> for details.

eText Information

If a course uses an eText, (see textbook information above) the book will be available directly in Desire2Learn (D2L) seven days before the session begins, if registered for courses prior to that date. Upon first login to VitalSource, students should

use their CougarMail email address; alternate email addresses cannot be used. More information about how to use the VitalSource platform, including offline access to eTexts, can be found in D2L.

Physical Course Materials Information

Students enrolled in courses that require physical materials will receive these materials automatically at the shipping address on file with Columbia College. Delivery date of physical materials is dependent on registration date and shipping location. Please refer to confirmation emails sent from Columbia College for more details on shipping status.

Returns: Students who drop a class are responsible for returning any physical course materials that were shipped. To initiate a return, visit [Ingram Returns](#) to generate a pre-paid return label. Materials from dropped courses must be returned within 30-days of receipt. **Failure to return physical items from a dropped course will result in a charge to the student account for all unreturned items.**

Note: Students who opt-out of having their books provided as part of [TuitionSM](#) are responsible for purchasing their own course materials.

Technology Requirements

THIS IS A TECHNOLOGY-ENRICHED COURSE WHICH COMBINES IN-SEAT INSTRUCTION WITH ONLINE LEARNING.

Participation in this course will require the basic technology for all classes at Columbia College:

- A computer with reliable internet access
- A web browser
- Acrobat Reader
- Microsoft Office or another word processor such as Open Office

For more information, see [technical requirements](#).

Course Learning Outcomes

1. Draw supply and demand curves and manipulate these curves when explaining changes in product markets.
2. Explain the concept of elasticity, including price elasticity of demand, price elasticity of supply, income elasticity, and cross-price elasticity and the use of these concepts in explaining the response of supply and demand.
3. Describe the concepts of production and cost in both the short run and long run; explain the relationship between production and cost outcomes.
4. Identify the four types of market structure and describe the characteristics of each; explain how cost, price, efficiency, and profit relate to each of these market structures.
5. Describe and explain government involvement in the economy to eliminate market failures; describe the impact of government action of efficiency and equity.

Grading

Grading Scale

Grade	Points	Percent
A	900 - 1000	90-100%
B	800 - 899	80-89%
C	700 - 799	70-79%
D	600 - 699	60-69%
F	0 - 599	0-59%

Grade Weights

Assignment Category	Points	Percent
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Online Learning Activity	150	15%
Oral Presentation	150	15%
Term Paper	200	20%
Midterm Exam	200	20%
Final Exam	300	30%
Total	1000	100%

Schedule of Due Dates

Week 1		
Assignment	Points	Due
Read the following chapters before class	--	Week 1: October 24, 2019
Week 2		
Assignment	Points	Due
Reading Assignments/Online Learning Activity	150	Week 2, October 31, 2019
Week 3		
Assignment	Points	Due
Reading Assignments	150	Week 3 : ORAL PRESENTATIONS
Week 4		
Assignment	Points	Due
Reading Assignments	300	Week 4 - Midterm
Week 5		
Assignment	Points	Due
Reading Assignments:	--	Week 5 - Cost /Competition/Profits
Week 6		
Assignment	Points	Due
Reading Assignments	200	Week 6 - Major Market Structures
Week 7		
Assignment	Points	Due
Reading Assignments	--	Week 7 - Term Paper Due
Week 8		
Assignment	Points	Due
Total Points: 1000		

Assignment Overview

Online Learning Activity

This course uses an online learning application called MyEconLab, which is designed to accompany your textbook. You must have access to MyEconLab in order to complete the online graded assignments for this course. There are eight MyEconLab modules, one for each week. Each module includes between 17 and 30 questions to complete and are worth either 18 or 19 points. You are encouraged to use the text (paying particular attention to "key graphs") and the resources in MyEconLab accompanying the text.

There is no time limit and problems for each week may be accessed multiple times before the deadline for each module. You have two attempts at every homework problem. The advantage of having two attempts at each question comes with a cost. Once an answer is submitted, those answers are unchangeable. If you erroneously check a wrong selection, or superimpose or misalign your answer electronically from what you intended, the answer is deemed to be your final answer.

Upon submission, results are automatically scored and immediately available for viewing. Detailed results, including correct and incorrect answers, are made available for viewing only after the deadline for submission has passed. You are responsible for observing the rules regarding academic honesty. Make-up MyEconLab assignments are allowed only for exceptional circumstances.

Assignments

Oral Presentations will be conducted in Week Three. Each is 5 to 10 minutes long. Students will be assigned a specific topic in Week One.

The term paper will be a 1,500 word research paper. Topics will be handed out in Week One.

Examinations

The midterm exam will be a 33-question written exam in Week Four. Students will draw a supply and demand curve, and will have one fill-in-the-blank question, and 31 multiple-choice questions.

The final exam will be in Week Eight. It has 33 multiple-choice questions.

Both exams are in-class, and no notes or books are allowed.

Course Outline

Click on each week to view details about the activities scheduled for that week.

Week 1: Week 1: March 7, 2019: The Nature of Economics

MyEconLab 1

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 1 and complete the problems.

Read the following chapters before class

Week One October 24, 2019(:

Read the following chapters before class:

Chapter 1: The Nature of Economics.

Chapter 2: Scarcity and the World of Trade-Offs.

Chapter 3: Demand and Supply.

MyEconLab1

Week 2: 4. March 14, 2019 Extensions of Demand and Supply Analysis

MyEconLab 2

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 2 and complete the problems.

Reading Assignments/Online Learning Activity

Week Two (October 31, 2019)

review Online learning Activity

Read the following chapters before class:

Chapter 4: Extensions of Supply and Demand Analysis.

Chapter 5: Public Spending and the Public Sector.

Chapter 6. Funding the Public Sector.

Week 3: March 21, 2019: Demand and Supply Elasticity

MyEconLab 3

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 3 and complete the problems.

Reading Assignments

Week Three (November 7, 2019):

Read the following chapters before class:

Chapter 19: Demand and Supply Elasticity.

WE WILL BEGIN CLASS WITH THE ORAL PRESENTATIONS.

Week 4: March 28, 2019: Consumer Choice

MyEconLab 4

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 4 and complete the problems.

Reading Assignments

Week Four(November 14, 2019): Read the following chapter before class:

Chapter 20: Consumer Choice.

The midterm exam will be administered beginning hour 3.

Week 5 : April 4, 2019: Rents, Profits, and the Financial Environment of Business

MyEconLab 5

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 5 and complete the problems.

Reading Assignments:

Week Five (November 21, 2019). Read the following chapters before class:

Chapter 21: Rents, Profits, and the Financial Environment of Business.

Chapter 22: The Firm: Cost and Output Determination.

Chapter 23: Perfect Competition.

Week 6: April 11, 2019: Regulation and Monopoly

MyEconLab 6

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 6 and complete the problems.

Reading Assignments

Week Six (TO BE RESCHEDULED). THIS IS THANKSGIVING DAY). Read the following chapters before class:

Chapter 24: Monopoly (omit Appendix G.)

Chapter 25: Monopolistic Competition.

Chapter 26: Oligopoly and Strategic Behavior.

Chapter 27: Regulation and Antitrust Policy in a Globalized Economy.

Week 7: April 18, 2019: . The Labor Market

MyEconLab 7

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 7 and complete the problems.

Reading Assignments

Week Seven (December 5, 2019). Read the following chapters before class:

Chapter 28: The Labor Market: Demand, Supply and Outsourcing. Omit pages 634-637.

Chapter 29: Unions and Labor Market Monopoly Power

Chapter 30: Income, Poverty and Farm Policy

Added chapter from other sources on farm policy.

TERM PAPER DUE AT THE BEGINNING OF CLASS.

Week 8: April 25, 2019: Environmental Economics

MyEconLab 8

Click Pearson's MyLab and Mastering link on the course home page. Click MyEconLab All Assignments link. Select MyEconLab 8 and complete the problems.

Reading Assignments

Week Eight (December 12, 2019): Read the following chapter before class:

Chapter 31: Environmental Economics.

THE FINAL EXAM WILL BE ADMINISTERED IN CLASS BEGINNING HOUR 3.

+ Additional Resources

Online databases are available at library.ccis.edu. You may access them using your CougarTrack login and password when prompted.

Technical Support

If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Technology Solutions Center, or the D2L Helpdesk for assistance. If you have technical problems with the VitalSource eText reader, please contact VitalSource. Contact information is also available within the online course environment.

- Columbia College Technology Solutions Center: CCHelpDesk@ccis.edu, 800-231-2391 ex. 4357
- D2L Helpdesk: helpdesk@d2l.com, 877-325-7778
- VitalSource: support@vitalsource.com, 1-855-200-4146

Online Tutoring

Smarthinking is a free online tutoring service available to all Columbia College students. Smarthinking provides real-time online tutoring and homework help for Math, English, and Writing. Smarthinking also provides access to live tutorials in writing and math, as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack at [Students -> Academics -> Resources](#).

! Columbia College Policies and Procedures

The policies set forth in the [Policy Library](#) are the current official versions of College policies and supersede and replace any other existing or conflicting policies covering the same subject matter. For more information on policies applicable to students, see [Student Policies](#). For more information on policies applicable to the entire Columbia College community, see [College-Wide Policies](#).

Students are expected to read and abide by the College policies. Policies of particular interest to students include, but not limited to the following:

- Graduate Grading Policy

- Undergraduate Grading Policy
- Registration Policy and Procedures
- Withdrawal Policy
- Alcohol and Other Drugs Policy
- Family Educational Rights and Privacy Act (FERPA)

Additional Policies:

Academic Integrity and Plagiarism

Academic integrity is a cumulative process that begins with the first college learning opportunity. Students are responsible for knowing and abiding by the [Academic Integrity Policy and Procedures](#) and may not use ignorance of either as an excuse for academic misconduct. Additionally, all required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

Disability Resources

If you have a disability that requires an accommodation, please speak with the instructor and consult the [Student Accessibility Resources](#) office. Student Accessibility Resources staff will determine appropriate accommodations and will work with your instructor to make sure these are available to you. To find additional information, see our [ADA and Section 504 Policy for Students](#).

Notice of Non-Discrimination and Equal Opportunity:

The College has a process through which students, faculty, staff and community members who have experienced or witnessed incidents of discrimination, harassment, or retaliation on the basis of protected status, can report their experiences to a College official. For more information, see our [Non-Discrimination and Equal Opportunity Policy and Complaint Resolution Procedure](#).

Title IX and Sexual Misconduct

The College is committed to addressing the issues of discrimination, harassment and sexual misconduct in the educational and workplace landscape and will continue to modify policies, procedures and prevention efforts as needed. For more information, see the College's [Title IX and Sexual Misconduct Policy](#).

Course Policies and Procedures:

Attendance Policy

Columbia College students are expected to attend all classes and laboratory periods for which they are enrolled.

For classes with an online component, attendance for a week includes submitting any assigned online activity. Assigned activities are scheduled prior to the course commencing. Assigned activity due dates are subject to change based on actual course progression and will be adjusted as necessary. Attendance for the week is based upon the date work is submitted. A class week is defined as the period of time between Monday and Sunday (except for week 8, when the work and the course will end at 11:59 PM Central Time on Saturday.) The course and system deadlines are based on the Central Time Zone.

Students are directly responsible to instructors for class attendance and work missed during an absence for any cause. If absences jeopardize progress in a course, the College reserves the right to drop or withdraw students from classes. For additional information, see the Administrative Withdrawal for Non-Attendance heading in the [Withdrawal Policy](#).

CougarMail

All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy

All classes rely on participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussion and writing assignments. You must keep up with the schedule of reading and writing to successfully complete the class.

No late assignments will be accepted without the prior approval of the instructor.

Acceptance of a late assignment is at the discretion of the instructor.

Make-up examinations may be authorized for students who miss regularly-scheduled examinations due to circumstances beyond their control. Make-up examinations must be administered as soon as possible after the regularly scheduled examination period and must be administered in a controlled environment.

Student Conduct

All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner consistent with Columbia College's **Student Conduct Code** and **Acceptable Computing Use Policy**. Students violating these policies or any other College policy will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct, the **Student Behavioral Misconduct Policy and Procedures**, and the Acceptable Computing Use Policy can be found in the Policy Library at ccis.edu/policies. The adjunct faculty member maintains the right to manage a positive learning environment all students must adhere to the conventions of online etiquette when enrolled in a course with an online component.