

Econ 1: Principles of Economics I

(Microeconomics)

Section #: 8028, 3 Units (Fall 2014)

Instructor: Kaycea Campbell, Ph.D.
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Class time: Online
Instructor Site: <http://www.wlac.edu/online/instructorbios.asp>
<http://faculty.piercollege.edu/campbekt/>
Office Location & #: Faculty Office 3004 (Behind The Sip/Copy Tech) 818-710-4134
Office Hours: M/W: 8-9:30 am & T/TH: 12:40 – 1:40 pm or by Appt
Pierce College 6201 Winnetka Ave. Woodland Hills, California 91371

COURSE OUTLINE

* Log on

You can access Econ 1 by logging in at this URL:

<http://etudes-ng.fhda.edu/portal>

Your login ID is the first 2 letters of your first name + the first 2 letters of your last name + the last 5 digits of your Student ID Number (not your social security number). If this is your first ETUDES NG class your password is your Month and Day of birth. However, since NG passwords are permanent, if you have already taken a NG class your password has not changed. Many students who have taken NG classes from us earlier have the password “student”.

If you do not know your new Student Identification Number you can look it up using the Student Information System (SIS) at <http://www.laccd.edu> To do so, you will need to login to the SIS system using your SSN. Your SIS password is your Month and Day of birth in school records.

Example: Juan Straub, 88-459-0210, born July 4

- User ID: just90210
- Password: 0704

After you login you will see a list of the courses you are enrolled in on the top menu bar to the right of My Workspace. Just click on a course number to access a course. Once you have entered the course, use the left-side menu to navigate the course.

If you have trouble accessing the course on or after September 2nd, click on the Technical Requirements link at <http://www.wlac.edu/online> to access the Student Help Desk forum where your issue is likely addressed in the Frequently Asked Questions section. If not, scroll down to the WEST ~ WLAC section and post a message explaining the problem or contact the WLAC Distance Learning Program Office at (310)287-4305 or via email: ichone@wlab.edu.

Basic Computer Skills and System Requirements:

There are a few requirements unique to an online course. Failure to meet any of these may prevent you from getting the most from your online experience.

You must have:

- A computer with at least 64 MB of RAM and a minimum 56K modem
- A reliable internet service provider
- Access and the ability to navigate the internet
- The ability to send and receive e-mails
- Microsoft Word, Excel and Power Point

About the Online Environment:

Your online course offers several advantages to a traditional classroom. Not only does the site offer easy communication with other students and your teacher, it allows access to a wealth of online resources. I encourage you to use this forum to exchange ideas, resources and comments with your fellow students and learn from what others know.

You are required to 'attend' class by keeping up on announcements, readings, assignments and exams, in addition to participating in weekly discussions. A student in an online course must be prepared to act independently and to encounter technical glitches of all kinds. If you experience technical difficulties that may prevent you from keeping up with the curriculum, you must let me know immediately via e-mail so we can work out a solution.

Course Description:

Economics 1 is an introductory course in microeconomics. Some of the issues covered include the decision-making process of the individual, the firm, and the industry when confronted with scarcity. Our goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

This microeconomics course explores the determinants of competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective. While sound macroeconomic policies, stable legal and political institutions, and improving social conditions create the potential for competitiveness, wealth is actually created at the microeconomic level. The sophistication and productivity of firms, the vitality of clusters, and the quality of the business environment in which competition takes place, are the ultimate determinants of a nation's or region's productivity.

Student Learning Outcomes:

- Demonstrate a solid understanding of modern microeconomics, including the dominant theories of decision-making and markets.
- Think analytically using both the verbal and quantitative tools employed in economics and to apply those tools to solve both theoretical as well as practical real world problems.

- Evaluate how changes in technology, government regulation, and market circumstances will impact society.
- Develop communication skills, oral and written, particularly in the construction and presentation of economic analysis.
- List and explain examples of different economic systems and how they address normative economic objectives.
- Explain the basic determinants of consumer and firm choice and determine what decision a consumer or firm would make, given a set of conditions.
- Evaluate common causes of the failure of real world markets to operate with the efficiency predicted for perfectly competitive markets and common attempts to correct for these failures.

Required Text:

The required text for the course is Econ MicroEcon4: 4th Edition by William

ISBN-10: 1285423542

ISBN-13: 9781285423548

The book retails for approximately \$ 60.00

Video Supplement (Strongly Recommended):

I strongly recommend getting the video lessons for the book. It goes well with the text and explain things a little better. Retails for approximately \$34.00

Tomlinson Videos Instant Access Code (ISBN-10: 1111961212 | ISBN-13: 9781111961213)

<http://www.cengagebrain.com/shop/isbn/9781111961213>

Textbook Website

http://www.cengage.com/search/productOverview.do?Ntt=9943506485616067775920363471446301096&N=16&Ntk=P_EPI#TableofContents

For each chapter of the text there are learning aids, including downloadable supplements, economic links, teaching tips, a glossary, and study tips.

Grading:

Since this is an online course, the means by which the subject matter will be delivered to you will be different from that which would normally take place in a traditional classroom setting. This means that lectures and discussions will not be face-to face in a room but rather “virtual.” The textbook will serve as your “lecture” and online discussions will take the place of classroom dialogue. Thus, it is very important that you keep up with your reading. We will cover approximately two chapters per week.

Your grade will be based on two midterms, a final exam, discussions, and homework assignments. Weight of each evaluation component is as follows:

- Midterm Exam #1 (September 21) : 15%
- Midterm Exam #2 (November 5) : 15%
- Homework Assignments (5 in total) : 20%
- Quizzes (4 in total) : 15%
- Discussion/Participation (5 in total) : 20%
- Final Exam (December 7) : 15%

Grading scale is as follows:

89 - 100 %	A
77 - 88 %	B
65 - 76 %	C
53 - 64 %	D
Below 53 %	F

Exams:

There will be TWO timed midterm exams. Each midterm is worth 15% and covers five chapters. There will be one final exam, worth 15%. Midterm 1 will be available Sunday, September 21, 2014. Midterm 2 will be available on November 5, 2014. The final exam will be available on **Sunday December 7, 2014**. EXAMS ARE NOT CUMULATIVE!!!

Homework Assignments:

There will be 5 homework assignments posted with due dates on ETUDES-NG. Assignments will be questions presented under the tests tab and will usually consist of two short answer questions and 10 multiple choice questions. The homework assignments are provided as a learning aid for students and are designed to synthesize information from online course material, textbook and outside sources. If you understand the assignments, you will likely do well on the exams. Homework assignments are considered important and are therefore worth 20%.

Discussion/Participation:

Discussion topics related to current material will be posted on ETUDES-NG. They are also graded and worth 20% of the course grade. I will post a discussion question and you are required to post your response, read what your classmates have to say and respond to a minimum of five different classmates. I also join the discussions and read all of your posts to make sure the dialogue is imparting important knowledge.

Discussions are an important part of the class. It is where students and the instructor can talk about topics in detail and explore difficult issues. Your discussion questions are also considered a part of your participation grade and the forum will be closely monitored by the instructor to ensure that students are discussion relevant materials and presenting this material accurately in a public forum.

Discussion Etiquette:

Discussion should be a learning experience for everyone who posts or just reads the postings. It's a great opportunity to present information as well as ask questions. For this reason it is important that no one is turned off by someone's remarks. We want to examine controversial ideas but we want the ideas to conflict, not the people involved. If you disagree with something, make it clear that you are disagreeing with the idea, not the person posting (who may not even agree with the idea themselves). In short, treat people and their remarks with respect, even when disagreeing. The instructor will remove postings that in his judgment are abusive or inhibit the free discussion of all students.

- No profanity or foul language of any kind is allowed
- Please address everyone politely by their name
- Under no circumstances may you ask for a classmate's personal contact information or in any way ask for a personal meeting or date
- Unless I specifically ask you to do so as a proper part of an assignment, do not include in your email signatures or other material in your messages any kind of sales solicitation, information about a business, or a political or religious message of any kind. Do not include a blind or other kind of hyperlink to such information.

Discussion topics related to the video lessons and will be posted on ETUDES-NG. They are also graded and worth 20% of the course grade. I will post a discussion question and you are required to post your response, read what your classmates have to say and respond to a minimum of five different classmates. I also join the discussions and read all of your posts to make sure the dialogue is imparting important knowledge. Discussions are an important part of the class. It is where students and the instructor can talk about topics in detail and use the videos to understand the course content. Your discussion questions are also considered a part of your participation grade and the forum will be closely monitored by the instructor to ensure that students are discussion relevant materials and presenting this material accurately in a public forum.

The following rubric is used to measure participation in the discussion forums.

	Quality	Relevance	Contribution	Bigger Picture	Quote
Excellent 5 Points	Appropriate comments: thoughtful, reflective, and respectful of other student's postings.	Clear reference to assignment or prior posting being discussed.	Furtheres the discussion with questions, or statements that encourage others to respond.	Clearly connects the posting to text or reference points from previous readings, activities, and discussions.	Appropriate comments: thoughtful, reflective, and respectful of other student's postings.
Fair 3 Points	Appropriate comments and responds respectfully to other student's postings.	Some reference but taken out of context, the reader would not understand.	Participates, but does not post anything that encourages others to respond to the posting.	Vague or possible connection to reference points from previous readings, activities, and discussions.	Appropriate comments and responds respectfully to other student's postings.
Poor 1 Point	Responds, but with minimum effort or detail. (i.e. "I agree with the statement")	Posting is attached to the right discussion board, but does not clearly reflect the assignment.	Less than required number of postings. Does not further any discussions.	Mentions the videos, text or previous activity without logical link to topic.	Responds, but with minimum effort (i.e. "I agree with Bob").

Check the schedule for the days that discussions open. They also close seven days after they are opened.

Online Quizzes:

There will be FOUR quizzes that will have three real world application short answer questions. The idea is to engage you and to help you understand how microeconomics can be applied to the real world. The scenarios will be theoretical and will be based on the principles of the course. These are worth 15% of your grade also. If you have problems it is your responsibility to contact the WLAC Distance Learning Coordinator at (310) 287-4305, (310)287-4418 Fax or at ichone@wlac.edu

Useful tips:

- Mark due dates on a calendar that you regularly consult.
- Back up every written work you compose in this class, either on hard- drive or disk. Computers break down, viruses show up out of nowhere, and
- e-mails sometimes get lost in virtual space.
- Familiarize yourself with the website and be prepared to think outside of the box.
- Do not put an assignment off to the last moment.

Class Policies:

Make-up Exam Policy: An exam may be made up only for “serious and compelling reasons” and provided that arrangements are made in advance. Documentation may be required at the instructor’s discretion. Plagiarism and Cheating Policy: Plagiarism in the homework and cheating in the exam will not be tolerated. The College Policy applies to plagiarism and cheating. Under the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act, it is required that the College provide reasonable accommodations to students with a verified disability. This may include but is not limited to adaptive testing, tape recording of class lectures, note takers, scribes, readers, American Sign Language interpreters, adaptive technology, and enlarged print materials. Please contact your instructor or Adrienne Foster, the Director of Disabled Student Program & Services, at X4450 (off-campus: 310-287-4450) for the arrangement.

COURSE OUTLINE

Chapters	Sections	Exam/ Homework Dates/Discussion/Quiz Dates	Finish Reading Chapter by....
Chapter 1	Art and Science of Economic Analysis	Discussion #1 Opens: Sep 2, 2014 (Introduction)	Week 1
Chapter 2	Economic Tools and Economic Systems		Week 1
Chapter 3	Economic Decision Makers	Quiz # 1 Opens Sep 2: Chapter 1-3	Week 2
Chapter 4	Demand, Supply, and Markets	Discussion #2 Opens Sep 7, 2014 (Chapter 2/4)	Week 3
Chapter 5	Elasticity of Demand and Supply	Homework # 1 Opens Sep 7, 2014: Chap 1-4	Week 4
Chapter 6	Consumer Choice and Demand	Homework #2 Sep 14, 2014 (Chapter 5)	Week 5
Chapter 7	Production and Cost in the Firm	Sep 21, Midterm #1 - (Chapters 1-6)	Week 6
Chapter 8	Perfect Competition	Discussion #3 Opens Sep 28, 2014 (Chap 8)	Week 7
Chapter 9	Monopoly	Homework #3 Opens Oct 5, 2014 (Chapter 8)	Week 8
Chapter 10	Monopolistic Competition & Oligopoly	Quiz #2, Oct 12, 2014(Chapter 9)	Week 9
Chapter 11	Resource Markets	Discussion #4 Opens Oct 19, 2014 (Chap 9)	Week 10
Chapter 14	Transaction Costs, Imperfect Information, & Behavioral Economics	Homework #4 Opens Oct 26, 2014 (Chapter 10-11)	Week 11
Chapter 15	Economic Regulation and Antitrust Policy	Midterm #2 Opens November 2, 2014 (Chapters 7 -11)	Week 12
Chapter 19	International Trade	Quiz #3 Opens Nov 9, 2014 (Chapter 14&15)	Week 13
Chapter 20	International Finance.	Discussion #5 Nov 16 (Chapter 19/20)	Week 14
Chapter 21	Economic Development	Homework #5 Opens Nov 23, 2014 (Chapter 19/20)	Week 15
		Quiz #4 Opens Nov 30, 2014 (Chapter 21)	
		Final Exam: Dec 7, 2014 (Chapters 14-15 & 19-21)	

** Discussion Questions will be open for 7 Days. Homework Questions will be due seven days after they open. Quizzes will be due seven days after they open. Exams are timed for 3 hours and open for 7 days also.*

Fall Semester 2014: Traditional Semester

SESSION PERIOD	Classes start Sept 2 Sept 1 - Dec 21
APPLICATIONS ACCEPTED BEGINNING	Tues, Apr 2
REGISTRATION BEGINS	
-Priority (EOPS, DSPS, Veterans, Foster Care Youth & CalWORKs)	Begins May 7
-Continuing Students	Begins May 12
-New & Returning Students	Begins May 19
Special Registration Hours Aug 25 - Sept 12	Mon - Thur: 8:30a - 7:00p Fri 8:30a - 2:00p closed Sat/Sun
M-F CLASSES Begin	TUES, SEPT 2
Sat CLASSES Begin	SAT, SEPT 6
FINALS (pdf schedule - scroll to pg 2)	Dec 15 - 21
LAST DAY TO	
Apply In-Person	All Year
Determine Residency	Aug 15
File Pre-requisite / Challenge Petition	Aug 15
Add Traditional Classes	Aug 31 online Sept 12 in-person
Drop a Class w/o a Fee	Sept 12
Drop a Class w/o a W	Sept 12
Drop w/ a W	Nov 21
File Pass/No Pass	Sept 12
GRADUATION PETITION ACCEPTED	Apr 28 - Nov 14
CAMPUS CLOSED	Labor Day, Sept 1 Veteran's Day, Nov 11 Thanksgiving Nov 27 - 30
<i>NOTE: Short-term courses and other accelerated program classes have different deadlines. Please check with your instructor.</i>	