

Econ 1: Principles of Economics I

(Microeconomics)

Section #: 8028, 3 Units (Spring 2015)

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: T/TH: 11:00 – 1:30 pm or by Appt

Pierce College 6201 Winnetka Ave. Woodland Hills, California 91371

COURSE OUTLINE

Prerequisite: Elementary Algebra (Math 115). Students may take Economics 1 or 2 as the first course.

Catalog Description

This course is an introduction to the field of microeconomics, which focuses on the behavior of individual economic agents including consumers, business firms, and the government when confronted with scarcity. The course also examines contemporary social issues such as income distribution and poverty as well as global issues such as outsourcing and protectionism. Topics include supply and demand, elasticity, forms of business organizations, theory of production and cost, pricing and output decision in various market structures, market failure and the role of government, labor management relations, and international trade.

Introduction

This introductory microeconomics course provides an understanding of basic economic principles and forces, which govern the production, and distribution of goods and services. Topics include: forms of business organizations, the role of government in the economic system, value and price in a free enterprise system, labor/management relations and contemporary economic developments.

The objective of microeconomics is to provide the foundations for understanding of how an economy operates. All economic choices are ultimately made by individuals such as consumers, workers, investors, and managers. This course examines the decision making process of these economic agents and their interactions in individual markets. The functions of private property, entrepreneurship, and government regulation are also discussed. Production and pricing under various market structures, labor markets, and international trade as well as market failure are covered.

Course SLOs

- Construct and interpret a Lorenz curve for the distribution of income and wealth; discuss the factors that explain the distribution of income in the US; compare and contrast income inequality in US with other countries.
- Apply the laws of demand and supply to analyze the market equilibrium price, price ceilings and price supports.
- Define price elasticity of demand and supply; identify types of elasticity; calculate the elasticity coefficient from two points on a demand curve or supply curve; and identify determinants of price elasticity.

* 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.

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/Journal (8 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, March 15, 2015. Midterm 2 will be available on April 22, 2015. The final exam will be available on **Sunday May 31, 2015. 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/Journal/Reflection:

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.

Journal/Reflections will require students to post an article, thought, or related concept that applies to the real world based on the topic prompt from the instructor. These reflections/journal entries are graded BUT do not require replying to classmates.

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

	Quality	Relevance	Contribution	Bigger Picture	Quote
Excellent 2.5 Points	Appropriate comments: thoughtful, reflective, and respectful of other student's postings.	Clear reference to assignment or prior posting being discussed.	Further 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 1-1.8 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 0-1 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.

Academic Integrity (Plagiarism)

In accordance with code 9803.28, academic dishonesty is prohibited and will not be tolerated in this class. Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation. Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any essay missing previous drafts, citations and/or a Works Cited page.

Student Conduct

According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

Recording Devices

State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval (WLAC College Catalog). For more information refer to the attached link: http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf

Office of Disabled Student Programs and Services (DSP&S)

Student Services Building (SSB) 320 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology (WLAC College Catalog).

Instructional Support (Tutoring) & Learning Skills Center

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects (WLAC College Catalog).

Library Services

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study (WLAC College Catalog). For more information refer to attached link: http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf

** 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. Journal/Reflection Posts are due five days after they open. Exams are timed for 3 hours and open for 7 days also.*

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: Feb 9, 2015 (Introduction)	Week 1
Chapter 2	Economic Tools and Economic Systems		Week 1
Chapter 3	Economic Decision Makers	Quiz # 1 Opens Feb 15: Chapter 1-3	Week 2
Chapter 4	Demand, Supply, and Markets	Discussion #2 Opens Feb 22, 2015 (Chapter 2/4)	Week 3
Chapter 5	Elasticity of Demand and Supply	Homework # 1 Opens Mar 1, 2015: Chap 1-4 Journal/Reflections Posts#1 Opens February 12, 2015 Chapter 1-4	Week 4
Chapter 6	Consumer Choice and Demand	Homework #2 Mar 8, 2015 (Chapter 5)	Week 5
Chapter 7	Production and Cost in the Firm	Mar 15, Midterm #1 - (Chapters 1-6)	Week 6
Chapter 8	Perfect Competition	Discussion #3 Opens Mar 22, 2015 (Chapter 8) Journal/Reflections Posts #2 Opens March 24, 2015 (Chapter 7)	Week 7
Chapter 9	Monopoly	Homework #3 Opens Mar 29, 2015 (Chapter 8)	Week 8
Chapter 10	Monopolistic Competition & Oligopoly	Quiz #2, April 5, 2015(Chapter 9)	Week 9
Chapter 11	Resource Markets	Discussion #4 April 12, 2015 (Chapter 9)	Week 10
Chapter 14	Transaction Costs, Imperfect Information, & Behavioral Economics	Homework #4 Opens April 19, 2015 (Chapter 10-11)	Week 11
Chapter 15	Economic Regulation and Antitrust Policy	Midterm #2 Opens April 26, 2015 (Chapters 7 -11)	Week 12
Chapter 19	International Trade	Quiz #3 Opens May 3, 2015 (Chapter 14&15)	Week 13
Chapter 20	International Finance.	Discussion #5 May 10 (Chapter 19/20)	Week 14
Chapter 21	Economic Development	Homework #5 Opens May 17, 2015 (Chapter 19/20)	Week 15
		Quiz #4 Opens May 18, 2015 (Chapter 21)	Week 16
		Journal/Reflections Posts #3 Opens May 27, 2015	
		Final Exam: May 31, 2015 (Chapters 14-15 & 19-21)	

Spring 2015: Traditional Semester

Session Period	February 9 - June 7
Applications Accepted Beginning	October 13, 2014
<i>Registration Begins</i>	
• GROUP 1: Veterans, EOPS/Care, DSPS, Foster Youth, CalWorks	Nov 17, 2014
• GROUP 2: Continuing Students (fully matriculated)	Nov 20, 2014
• GROUP 3: New & Returning Students (fully matriculated)	Nov 27, 2014
• GROUP 4: Non-Matriculated Continuing Students*	Dec 8, 2014
• GROUP 5: Students with 101 or more degree applicable units Districtwide. Continuing students who are not in good standing (on academic or progress probation for two semesters).*	Dec 16, 2014
• GROUP 6: New & Returning Students applying after the cut-off date to assign priority registration appointments.	Dec 19, 2014
<i>*in order to maintain your registration appointment time, you must be in good standing, have fewer than 100 degree applicable units, and if required, be fully matriculated.</i>	
Residency Determination Required	February 8, 2015
Special Registration Hours: FEB 2 - FEB 20	Mon - Thur: 8:30am - 7:00pm Fri: 8:30am - 2:00pm
M-F CLASSES Begin	Feb 9, 2015
Sat CLASSES Begin	Feb 21, 2015
FINALS (PDF schedule)	Jun 1 - 7, 2015
<i>LAST DAY TO</i>	
Recency/Third Attempt Petitions	Jan 23, 2015
Prerequisite Clearance/Challenge Petitions	Jan 23, 2015
Add/Audit Traditional Classes	Online: Feb 8, 2015 In-person: Feb 20, 2015
Drop a Class with a refund/no fee owed	Feb 20, 2015
Drop a Class without a "W"	Feb 20, 2015
Drop a Class with a "W"	May 8, 2015
File Pass / No Pass	Feb 20, 2015
GRADUATION PETITION ACCEPTED	Nov 17- Apr 24
GRADUATION CEREMONY	TBA
CAMPUS CLOSED	Presidents' Day: Feb 13 - Feb 16 Cesar Chavez Day: Mar 31 Spring Break: April 4 - April 10 Memorial Day: May 25
<i>NOTE: Short-term courses and other accelerated program classes have different deadlines. Please check with your instructor.</i>	