



COURSE TITLE: BUS 1108-09: Introduction to Microeconomics
DESCRIPTION: This is an introductory course in Microeconomics. Gives a detailed examination of a specific component of the national economic system (industry, firm, household) as each impacts the aggregate. Includes implications of the pricing process and contemporary issues.
PREREQUISITES: None
SEMESTER: Fall 2017
COURSE START: 10/23/17
CLASS DAYS/HOURS: Online
COURSE MATERIAL: The **required** textbook for the course is Principles of Economics (7th Edition) by N.Gregory Mankiw.
ISBN-13: 978-1285165875
ISBN-10: 128516587X

Alternatively, you can buy Principles of Microeconomics (7th edition) by N. Gregory Mankiw.
ISBN-13: 978-1285165905
ISBN-10: 128516590X

The accompanying study guide is a **recommended** reading. Study Guide for Mankiw's Principles of Economics (4th Edition) by N. Gregory Mankiw
ISBN-13: 978-1285864211
ISBN-10: 1285864212

INSTRUCTOR: Sujata Verma Ph. D.
E MAIL: sverma@ndnu.edu
OFFICE HOURS: By appointment through Skype. This is an online course and it is impossible to find a time to hold office hours at a single time that works for everyone. So, I prefer to connect with students on a one-to-one basis through Skype. For a one-on-one consultation, e-mail me with open times for the week, and I will connect with you through Skype.

Directions for joining Skype calls: For first time Skype users: Log into Skype.com and open a new account. Choose a password. You should not have to pay for any conference calls. So, when you sign up for Skype, don't enter your credit card information. Choose "Skype for Web" and add me as a contact. My username is sverma@ndnu.edu Please add me to your contact list in the first week of classes before the start of the scheduled office hours.

INSTRUCTOR BACKGROUND: Professor of Business at NDNU; Over twenty-five years of experience in teaching undergraduate students.
Master of Arts in Economics from Delhi School of Economics, India
Master of Philosophy in Economics from Delhi School of Economics, India.
M. A. in International Economics from University of California, Santa Cruz, USA.
Ph. D. in International Economics from University of California, Santa Cruz, USA.

INSTRUCTOR CONTACT INFORMATION:

Since this is an online course, please feel free to contact me through e-mail if you have any questions about the content or the course. Please give me 24 hours to respond to your e-mail.



Please check your school e-mail inbox daily for e-mails from me, since this will be my primary mode of communication with you.

CLASS ATTENDANCE: Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class will be considered during the grading process. Since this is an online course, class attendance will be measured by completing two assignments on Moodle per week

1. Online quizzes

2. Contribution to online discussion

LEARNING OUTCOMES: The course has two principal goals: to introduce you to the fundamental lessons of economics and to teach you how these lessons can be applied to the world in which you live. Students shall learn some basic concepts, which the economists use to analyze economic problems. The focus will be on studying how and why markets work, under what conditions they fail to work, and the implications of social policies.

Upon successful completion of the course, a student will be able to:

- understand and explain the basic assumptions underlying economic models. (PLO#1)
- understand and explain how the market works.(PLO#1)
- understand the role of taxes and price controls on the functioning of the markets. (PLO#1)
- understand and identify different market structures; perfect competition, monopoly, oligopoly and monopolistic competition; in which the firms operate. (PLO#1)
- understand and explain the factor markets and the determination of wages. (PLO#1)
- understand and explain the cases where market fails to work. (PLO#1)
- understand and discuss the role of government policies including role of government in tackling poverty and income inequality.(PLO#1,5)

BUS ADMINISTRATION PROGRAM LEARNING OBJECTIVES (PLO): Students will:

1. acquire and demonstrate analytical and problem solving skills within various disciplines of business—accounting, economics, finance, management and marketing;
2. learn to describe, discuss and analyze current events in American business with attention to the global, social and ethical dimensions of events;
3. acquire the communication, research and technological skills needed to analyze a business situation, and prepare and present a management report;
4. develop critical thinking abilities and a foundation of ethical principles that allows them to work effectively, respectfully, ethically and professionally with people of diverse ethnic, cultural, gender and other backgrounds.

LATE HOMEWORK: Assignments are to be completed and submitted electronically before the start of the week. Since this is an online course, the course content will be made available on Monday and all of the assigned work must be completed by Sunday 11.59p.m.. Assignments not turned in on time are considered late. Final examination will be opened for a forty-eight hour window, so it will be your responsibility to take it during that time.

PARTICIPATION: Online activities are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy (i.e., research pros and cons) of what was noteworthy in context of this class. Please



check your NDNU Moodle account daily for instructor material/assignment/articles. Students should also keep current with the world economy by reading the Wall Street Journal on a daily basis.

Moodle Online Discussion Forums will be used to discuss the applicability of Economic Theory to real world situations. You are encouraged to participate by adding your opinions and research and also by reading and commenting of your classmates posts. Please be respectful of all opinions!

EXTRA CREDIT: Currently there are no extra credit opportunities available.

ASSIGNMENTS:

- Participation in on-line discussion question posts, and other learning assignments associated with the textbook readings.
- Chapter quizzes
- Final Exams

Online discussion assignment

- ❖ In the first week of classes, students will be paired up in teams of two students. The team selected for the week will choose a topic related to the assigned chapters of the week and create a 45-60-minute learning opportunity for the rest of the class. This could be in form of leading a class discussion or conducting a class exercise or other activity involving the class participants.
- ❖ The assignment should be posted on Moodle by Wednesday, 11.59 p.m. and can be completed by Sunday midnight.
- ❖ Students will be assigned a maximum of 10 points per week according to the thoughtfulness of their posts. The leading team members can earn up to 20 points for leading the discussions.

Chapter quizzes

- ❖ The quizzes are posted on the Moodle page and will be open for about a week. Quizzes for the week will be opened on Monday mornings and close on Sunday mid-night.
- ❖ Each chapter quiz consists of 20 questions and each question is worth 1 point for a total of 20 points per chapter. These account for the largest part of the overall grade.
- ❖ The quizzes will be self-graded and the scores posted on Moodle.
- ❖ Please note that this is an individual assignment. These chapter quizzes will help you prepare for the midterm and the final examinations.
- ❖ Chapter Quizzes are designed as a learning tool, so you will get two attempts at taking them.
- ❖ The solution to the quizzes are made available after the deadline, hence you cannot take the quizzes after the due date. Please make sure that you keep up with the deadlines.

Exams:

An online final examination will be given during the finals week. Final: Chapters Chapters 1,2,4,5,6, 10, 11, 13, 14, 15, 16, 19

Test Format: Similar to the quizzes--multiple choice or true or false questions. There will be 25 questions on the examination, two points each for a total points of 50.

- ❖ You will get only ONE attempt.
- ❖ The test will be open the entire weekend as specified in the course schedule below, but you will need to take it in one sitting. Once you start the test, you will have NINETY MINUTES to



complete it and submit your answers. It will be a good idea to keep saving your answers on a paper as a back-up.

- ❖ Since this is an online course, the final examination will NOT be proctored. IT IS VERY IMPORTANT THAT YOU MAINTAIN ACADEMIC HONESTY. You may consult the textbook and other course materials but you may NOT consult with each other.
- ❖ Make up examinations are allowed only for serious non-academic reasons. I reserve the right to determine if the circumstances warrant a make-up.

GRADES:

The overall grade will be determined as follows:

Chapter quizzes	240 points
Weekly discussion post	80 points
Final exam	50 points
TOTAL	375 points

Your letter grade will be determined as follows:

A+: (100-97%)	A: (96-94%)	A-: (93-90%)
B+: (89- 87%)	B: (86-84%)	B-: (83-80%)
C+: (79-77%)	C: (76-74%)	C-: (73-70%)
D+: (69-67%)	D: (66-64%)	D-: (63-60%)
F: (59 or <)		

BEFORE First Class:

READING/WRITING ASSIGNMENT to be done before first class meeting.

1. Introduce yourself online in the Moodle discussion space for this course. Get creative!
2. Read chapters 1 and 2 from the textbook. You can also watch lecture videos for chapters 1 and 2 and submit the online quizzes for the first two chapters. The link to the videos as well as the online quizzes is posted on the Moodle page. The last date for the submission of quizzes is October 29th, 11.59 p.m.

Note: If you are registered for the class, then you should have access to Moodle for this course.

Weekly Assignments

Week	Dates	Topics	Deliverables-due date is the Sunday night of each week	Deliverables-due date is the Sunday night of each week
1	10/23- 10/29	Ch.1: Ten Principles of Economics Ch 2: Thinking Like an Economist.	Post Introduction on Moodle	Prepare chapters 1, and 2-read the chapters or watch the video/ Take quizzes from chapters 1 and 2



2	10/30- 11/5	Chapter 4: The Market Forces of Supply and Demand Chapter 5: Elasticity and Its Application	Post comments related to weekly topics on Moodle	Prepare Chapter 4 and 5— watch video, read the chapters/ Quizzes on chapter 4, and 5
3	11/6- 11/12	Chapter 6: Supply, Demand, and Government Policies Ch 10: Externalities	Post comments related to weekly topics on Moodle	Prepare chapters 6 and 10-read the chapters or watch the video/ Take quizzes from chapters 6 and 10
4	11/13- 11/19	Ch 11: Public Goods and Common Resources Ch 13: The Costs of Production	Post comments related to weekly topics on Moodle	Prepare chapters 11 and 13 -read the chapters or watch the video/ Take quizzes from chapters 11 and 13
5	11/20- 11/26	Ch 14: Firms in Competitive Markets (omit last section) Ch 15: Monopoly	Post comments related to weekly topics on Moodle	Prepare chapters 14, and 15-read the chapters or watch the video/ Take quizzes from chapters 14-15
6	11/27- 12/2	Chapter 16: Monopolistic Competition Ch 19: Earnings and Discrimination	Post comments related to weekly topics on Moodle	Prepare chapters 16 and 19, read the chapters or watch the video/ Take quizzes from chapters 16, and 19
7	12/3- 12/09	Review for the finals	Post comments related to weekly topics on Moodle	FINAL EXAM WILL BE open from 12/8-12/09

Other important points:

Due to the complexity and amount of material covered, it is imperative that all assigned work be prepared and turned in on time. It is strongly recommended that students work throughout the week on their assignments, instead of leaving everything till the last minute.



COURSE MATERIAL - Published Textbook Information

In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to published textbook information. Students wishing to avoid this risk, should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore managed by Follett.

WORKLOAD: The distribution of average weekly hours of instruction/study for this class will equal a total of 18 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study = Total of 18 per week	
Class Contact Hours: Quizzes + online postings	5
Text Readings and Viewing Lectures	6
Research and Writing Assignments	2
Studying for exams and book report	5
TOTAL NUMBER OF HOURS PER COURSE	126

WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers. . If you need help with your writing or need more information about writing in the APA format, please make an appointment at the NDNU Writing Center. You can also visit the APA Style webpage at www.apastyle.org/previoustips.html.

ACADEMIC HONESTY: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

PRIVACY and CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

LEARNING and OTHER DISABILITIES: Students with Disabilities: As required by section 504 of the Rehabilitation Act, the instructor will make appropriate accommodations for all students with documented disabilities. In order for accommodations to be in place, you are required to bring appropriate documentation (evidence must be in writing).

SYLLABUS UPDATES: Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. Your will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.



Course Evaluations/Teaching Effectiveness Surveys

Teaching Effectiveness Surveys (course evaluations) will be available online through Campus Portal in the last week of classes. Your feedback regarding courses and faculty is very important to Notre Dame de Namur University, to your faculty, and to me as the instructor for this course. Your feedback helps us review and improve their teaching, helps departments/programs review and improve program content, and is used by the university in making decisions about tenure, promotion, and hiring decisions for part-time faculty.

Directions: To access, please enable pop-ups in your browser (uncheck pop-up blocker), then in Campus Portal look for the "**You have an active survey**" link in the left sidebar. Click that link to open the Course Evaluation Surveys page, which has a link to a survey for each course in which you're enrolled. Your feedback is very important! Please complete your evaluations for all your courses promptly. Remember: Your responses are anonymous.

Have a great semester!