

COURSE NUMBER, TITLE AND CREDITS

ECNU 202 Principles of Microeconomics (3 credits)

BULLETIN COURSE DESCRIPTION

This course covers the theory and application of microeconomics. Topics include competition and monopoly, pricing, consumer demand, and producer supply. Labor markets, global economies, and regulations/antitrust policies are described.

LEARNING OUTCOMES and ASSESSMENT:

Learning Outcomes are statements that specify what learners will know, understand, or be able to demonstrate at the end of a learning experience.

Types of Learning Outcomes include:

- ✓ Course Learning Outcome – Result of finishing a course.
- ✓ Program Learning Outcome – Result of finishing a program.
- ✓ Institutional Learning Outcome – Result of finishing a degree at an institution, reflecting the core learning values and experiences of all graduates.

A Signature Assignment is an assignment used to measure a student's mastery of a program or institutional learning outcome. If a course you are taking includes a Signature Assignment, it will be clearly marked (**SIGNATURE ASSIGNMENT**).

Access the following link(s) for information on the Program Learning Outcomes (PLOs) and Curriculum Map related to this course:

[Click Here for BA, Bachelors of Business Administration - PLO](#)

Access the following link(s) for information on the Institutional Learning Outcomes (ILOs) and Curriculum Map related to this course:

[Click Here for Learning Outcomes](#)

PREREQUISITES: None **RESTRICTIONS:** None **COURSE LEARNING OBJECTIVES**

By the end of the course you should be able to:

1. Comprehend the operation of a mixed market economy.
2. Demonstrate knowledge of the dynamics and elasticity of supply and demand.
3. Understand costing, pricing, and the output determination process in different competitive market structures.

4. Describe utility and the theory of consumer maximization.
5. Describe the problem of monopoly and antitrust laws.
6. Describe market failure and its effects on natural resources and the environment.

MAJOR STUDY UNITS

1. Demand and Supply Elasticity
2. Consumer Choice
3. Cost and output Determination
4. Perfect competition
5. Monopoly
6. Oligopoly
7. Regulation and Antitrust Policy
8. Labor Markets
9. Global Economics

REQUIRED TEXTS

Miller, R. (2018). *Economics today: Student Value Edition* (19th ed.). Pearson ISBN-13: 978-0134479088

Brandman On-Line Bookstore: <http://www.brandman.bkstr.com>

INSTRUCTIONAL STRATEGIES

The **blended** class meets on campus each week and that learning environment is extended through weekly online collaborative and independent learning activities. Classroom instructional strategies include experiential activities, large and small group activities, presentations, and discussions. The online component of the blended course, delivered through Blackboard, may include threaded discussions, journals, wikis, blogs, readings, videos, links to web research and resources, and the use of audio/video synchronous and asynchronous multimedia tools.

The fully **online** version of this course, if offered requires that each student take personal responsibility for completing all required readings and assignments independently, as well as actively participating in online discussions and collaborative activities each week throughout the 8-week term. Online instructional strategies through Blackboard may include threaded discussions, journals, wikis, blogs, readings, videos, links to web research and resources, and the use of audio/video synchronous and asynchronous multimedia tools.

ATTENDANCE AND OTHER CLASS POLICIES

Requirements for students' attendance and participation will be defined by each instructor based on the following policy:

- Monday of the first week is considered the first day of class for online and blended instruction. This includes instruction for fully online classes and online instruction supporting blended classes.
- Regular onsite attendance is expected for student success. If a student misses more than one onsite class or one week of engagement in an online class, the student may, at the discretion of the instructor, fail the course. Students are expected to attend all classes, particularly the first night of class.
- Students should consider withdrawing from a course if they will be absent more than once. Instructors may, but are not obligated to, accommodate students under extraordinary circumstances, but the student must request accommodation and provide requested supporting documentation. Students enrolled in blended courses must attend at least one class during the first two weeks of classes.
- If a student misses a portion (e.g., arriving late or leaving early) of an onsite course, the student's grade may be adversely affected. Students who are not in attendance for at least 75 percent of any scheduled class may be considered absent for that class. Students should discuss missing portions of a class with their instructor to determine how their grade may be affected.
- Regular online attendance/participation and engagement is expected for student success in both fully online and blended courses. Online participation is evident through posting to a discussion board, blog, completing assignments including journal entries, or taking quizzes and exams.
- Successfully completing the course requires good time management. All assignments should be completed and turned in on time. Unless prior arrangements are made with the instructor, late work will be discounted 10% for each day late; work submitted five (5) or more days late will not be accepted for credit. Points for discussion question threads are earned only in the assigned week; posting after the week ends in a discussion forum is not eligible for credit.

DOCUMENTATION

Any material not original to the student must be cited in APA documentation format. Deliberate use of information or material from outside sources without proper citation is considered plagiarism and can be grounds for disciplinary action. See the explanation of Academic Integrity below.

ACADEMIC INTEGRITY

As a learning community of scholars, Brandman University emphasizes the ethical responsibility of all its members to seek knowledge honestly and in good faith. Students are responsible for doing their own work, and academic dishonesty of any kind will not be tolerated. Violations of academic integrity include, but are not limited to, cheating, plagiarism, or misrepresentation of information. Such violations will be dealt with severely, appropriately and immediately by the instructor, the dean, and the standards committee. As a result of academic integrity violations, students can fail the assignment, the course or after repeated violation be asked to leave the university. Plagiarism

includes presenting someone else's idea or writing as if it were your own without documentation and/or submitting work done in one course to satisfy the requirements of another course without prior instructor permission. Plagiarism also includes copying and pasting information from any source and representing that it is your own work or misrepresenting participation in team or project work. You are required to understand academic integrity standards upon enrollment at Brandman University and “not knowing or not understanding” is not a defense against academic integrity sanctions. Detailed guidelines for acceptable student behavior are specified in the Brandman University Catalog.

TECHNICAL REQUIREMENTS

To successfully complete this course, you will need access to a computer with reliable Internet access and the appropriate system and software to support the Blackboard learning platform. The technical requirements for users can be found here: <http://www.brandman.edu/online/tech-requirements>.

ONLINE WRITING CENTER (OWC)

As a Brandman graduate student, you have access to a variety of online writing help tools and resources including online office hours for help with written assignments. In addition you can attend live workshops and/or view recorded sessions on a variety of topics; and find writing, grammar and APA tutorials.

AMERICANS WITH DISABILITIES ACT STATEMENT

According to the Americans with Disabilities Act (ADA) of 1990, an individual with disability is defined as having functional limitations resulting from a diagnosed disability and applies to an individual who has a physical or mental impairment that substantially limits one or more of the individual's major life activities; has a record of such an impairment; or is regarded as having such an impairment. In compliance with ADA guidelines, students who have any condition, either permanent or temporary, that may impair or impact their ability to successfully complete assignments, tasks or satisfy course criteria are requested to notify their Campus Advisor or Campus Director in order to understand how to apply for Student Disability Services. If and when, the Director of ADA Services grants the student formal approval, both the student and professor will be notified. It is highly suggested that the student contact their professor to discuss the accommodations during the first week of the session. The granting of accommodations will not be retroactive and cannot jeopardize the academic standards or integrity of the course.

BRANDMAN ONLINE LIBRARY RESOURCES

<http://www1.brandman.edu/library/centers/>

ADDITIONAL RESOURCES

The Start Here tab in Blackboard includes links to multiple additional resources including the student code of conduct; Blackboard, Adobe Connect and Online Etiquette videos; and links to OneStop and Blackboard Help.

**Additional course information regarding student performance requirements, methods of evaluation, and a Course-at-a-Glance is posted in Blackboard.*