

**KEISER UNIVERSITY**  
**Course Control Document**

<b>COURSE TITLE:</b>	<ul style="list-style-type: none"> <li>• Microeconomics</li> </ul>
<b>COURSE NUMBER:</b>	<ul style="list-style-type: none"> <li>• ECO1023</li> </ul>
<b>PREREQUISITES:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>CREDIT HOURS:</b>	<ul style="list-style-type: none"> <li>• 3.0 semester credit hours</li> </ul>
<b>CONTACT HOURS:</b>	<ul style="list-style-type: none"> <li>• 48</li> </ul>
<b>LECTURE HOURS:</b>	<ul style="list-style-type: none"> <li>• 48</li> </ul>
<b>TEXTBOOK TITLE:</b>	<ul style="list-style-type: none"> <li>• <i>Principles of Economics</i>, 8<sup>th</sup> edition</li> </ul>
<b>PUBLISHER'S NAME:</b>	<ul style="list-style-type: none"> <li>• Thomson Learning</li> </ul>
<b>AUTHOR'S NAME:</b>	<ul style="list-style-type: none"> <li>• N. Gregory Mankiw</li> </ul>
<b>ISBN:</b>	<ul style="list-style-type: none"> <li>• 9781337607698</li> </ul>
<b>SUPPLIES:</b>	<ul style="list-style-type: none"> <li>• Laptop computer, Microsoft Office suite software, and Internet connection</li> </ul>
<b>INSTRUCTOR QUALIFICATIONS:</b>	<ul style="list-style-type: none"> <li>• Minimum of master's degree in economics or master's degree with 18 graduate credit hours in subject taught.</li> </ul>
<b>COURSE DESCRIPTION:</b>	<ul style="list-style-type: none"> <li>• Presents microeconomic models. Topics include basic economic principles, supply and demand, market equilibrium, elasticity of demand and supply and applications, analysis of government policies, externalities, public goods, production costs, comparative advantage, trade policies, characteristics of competitive, monopoly, monopolistic and oligopoly markets.</li> </ul>
<b>COURSE TOPICS:</b>	<ul style="list-style-type: none"> <li>• Supply and demand</li> <li>• Competition</li> <li>• Government policies affecting competition</li> <li>• Profit strategies</li> </ul>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• Upon completion of the course, students are able to:             <ol style="list-style-type: none"> <li>1. Explain basic concepts of microeconomics</li> <li>2. Discuss supply and demand from a microeconomics perspective</li> <li>3. Understand characteristics of different types of markets.</li> <li>4. Identify government policies and their legal and ethical consequences on different types of markets.</li> </ol> </li> </ul>

	<p>5. Explain market influences such as cost, demand, competition, government, and globalization on business strategies</p> <p>6. Conduct basic research, write and present a paper on economics in a professional manner</p>
<b>Scope and Sequence</b>	
<b>WEEK 1</b>	
<u>Learning Objective(s):</u>	<ul style="list-style-type: none"> <li>• 1, 2 and 6</li> </ul>
<u>Assigned Reading:</u>	<ul style="list-style-type: none"> <li>• Chapters 1-4</li> </ul>
<u>Suggested Learning Activities:</u>	<ul style="list-style-type: none"> <li>• Lecture, class discussion, homework questions (assign homework and have students work in groups when appropriate )</li> <li>• Assign basic research project on economics topic</li> </ul>
<u>Evaluation:</u>	<ul style="list-style-type: none"> <li>• Pre-Test, Homework, Discussion participation</li> </ul>
<b>WEEK 2</b>	
<u>Learning Objective(s):</u>	<ul style="list-style-type: none"> <li>• 1, 2 and 4</li> </ul>
<u>Assigned Reading:</u>	<ul style="list-style-type: none"> <li>• Chapters 5-8</li> </ul>
<u>Suggested Learning Activities:</u>	<ul style="list-style-type: none"> <li>• Lecture, class discussion, homework questions, have students turn in outline of basic research project on economics topic selected in week 1 with references, mid-term examination</li> </ul>
<u>Evaluation:</u>	<ul style="list-style-type: none"> <li>• Homework, Discussion participation, Mid-Term examination</li> </ul>
<b>WEEK 3</b>	
<u>Learning Objective(s):</u>	<ul style="list-style-type: none"> <li>• 1-6</li> </ul>
<u>Assigned Reading:</u>	<ul style="list-style-type: none"> <li>• Chapters 9-11, 13</li> </ul>

<u>Suggested Learning Activities:</u>	<ul style="list-style-type: none"> <li>Lecture, class discussion, homework questions, work on basic research project</li> </ul>
<u>Evaluation:</u>	<ul style="list-style-type: none"> <li>Homework, Discussion participation,</li> </ul>
<b>WEEK 4</b>	
<u>Learning Objective(s):</u>	<ul style="list-style-type: none"> <li>2, 3, 5 and 7</li> </ul>
<u>Assigned Reading:</u>	<ul style="list-style-type: none"> <li>Chapters 14-17</li> </ul>
<u>Suggested Learning Activities:</u>	<ul style="list-style-type: none"> <li>Lecture, class discussion, homework questions, complete basic research project and present to the class in a professional mannerfinal examination, post-test</li> </ul>
<u>Evaluation:</u>	<ul style="list-style-type: none"> <li>Post-Test, Homework, Discussion participation, Research Project and presentation, and Final examination</li> </ul>

### Course Evaluation Strategies (Methodologies)

Student performance is evaluated as follows:

15 %	Discussion participation
20 %	Mid-term examination
20 %	Homework questions
20 %	Research project and presentation
20 %	Final examination
5 %	Post-test
100%	Total possible score

### Grading Scale

A final grade is determined using the following grading scale

90-100%	<ul style="list-style-type: none"> <li>A</li> </ul>
80-89.99%	<ul style="list-style-type: none"> <li>B</li> </ul>
70-79.99%	<ul style="list-style-type: none"> <li>C</li> </ul>
65-69.99%	<ul style="list-style-type: none"> <li>D</li> </ul>
Less than 65%	<ul style="list-style-type: none"> <li>F</li> </ul>



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Course Control Document – Evidence of Understanding

Course: ECO 1023 Microeconomics

By signing below, I affirm that I have received, read and understand the information provided in the above course control document; and the grade which I must achieve to pass the course.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Instructor: \_\_\_\_\_