

SCHOOL OF BUSINESS AND NONPROFIT MANAGEMENT
BSE 2212 – PRINCIPLES OF MICROECONOMICS
FALL 2009

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OFFICE HOURS: Monday 10:30-11:30 AM, 2:30-3:30 PM; Wednesday 9:30-10:30 AM; Friday 9:30-11:30 AM

COURSE DESCRIPTION

This introductory course surveys a wide array of theories, past and present, of microeconomic thought. The course will focus on the interactive environments that bring together consumers, profit and nonprofit business and governments, and discuss the decision-making process each party in which engages. Key topics will include: supply and demand, elasticity, consumer behavior, utility, economic costs of production, the nature of competition in the market, profit, taxes, government action and antitrust legislation. As the course will express considerable interest in the roles of consumer behavior and business managers, we will debate whether or not, in relation to the parties involved in an economic exchange, decisions are made in a zero-sum context. Additionally, the course will examine the role of ethics, especially in light of North Park's Christian heritage, and how ethical considerations have affected economic thinking throughout history.

COURSE OBJECTIVES

By the end of this course, students will be able to:

1. State and defend the basic assumptions underlying the discipline of economics
2. Critically analyze the decisions made by constituents in microeconomic sectors
3. Establish a personal economic philosophy and filter data through that lens
4. Describe the circular flow of economics
5. Discuss how consumers make decisions and how utility maximizing goals drive consumer behavior in the face of constraints
6. Discuss how business make decisions and how profit maximizing goals drive business decisions in the face of their myriad environmental variables
7. Describe how product markets and resource markets are both similar and difference and how critical components of each determine pricing
8. To recognize the role of the government both as a facilitator and impediment to economic goals
9. To identify current economic issues and knowledgeably discuss the data, facts and implications of policy options

REQUIRED TEXT

McConnell, Brue & Flynn. Economics. McGraw-Hill/Irwin; 17th edition, ISBN: 9780073126630

COURSE OUTLINE¹

Week	Dates	CH	Readings for the Week	Assignments
1	8/24 8/26 8/28	1	Limits, Alternatives and Choices	
2	8/31 9/2 9/4	2	The Market System and the Circular Flow	
3	9/7 9/9 9/11	3	No Class – Labor Day Individual Markets: Supply and Demand	
4	9/14 9/16 9/18	18	Test 1 Extensions of Supply and Demand Analysis	Test 1
5	9/21 9/23 9/25	18	(continued)	
6	9/28 9/30 10/2	19	Consumer Behavior and Utility Maximization	
7	10/5 10/7 10/9	20	The Costs of Production	Test 2
8	10/12 10/14 10/16	24	Technology, R&D and Efficiency No Class – Fall Break	
9	10/19 10/21 10/23	21	Pure Competition	Test 3
10	10/26 10/28 10/30	22	Pure Monopoly	
11	11/2 11/4 11/6	23	Monopolistic Competition and Oligopoly	
12	11/9 11/11 11/13	25	The Demand for Resources	Test 4
13	11/16 11/18 11/20	26	Wage Determination	
14	11/23 11/25 11/27		No Class – Happy Thanksgiving!	Test 5
15	11/30 12/2 12/4	28 30	Government and Market Failure Antitrust Policy and Regulation	
16	12/11		FINAL EXAM PERIOD, 10:30 AM – 12:30 PM	Test 6

¹Course Outline is subject to change during the course of the semester. Make sure you are working off the most updated copy.

GRADING POLICY:

Deliverable Weights

There will be six Tests administered in class. Of the six tests given, only the five highest will count towards your grade. Thus, each of your five highest scores will count equally and count as 20% of your final grade.

Tests will cover all material in the text with a particular emphasis on the content covered in course lectures. The tests will be almost explicitly multiple choice. Our goals are related to knowledge, comprehension, and application of the baseline economic theories.

Grading Conditions

Tests, if missed, cannot be made up unless prior permission is obtained.

Extra credit is not available at any time in this course.

Grade Determination²

≥ 91	A
= 90	A-
= 89	B+
≥ 81	B
= 80	B-
= 79	C+
≥ 71	C
= 70	C-
= 69	D+
≥ 61	D
= 60	D-
<59	F

²The final grading scale may be adjusted depending upon aggregate performance. Any deviations will be announced before final course grades are assigned.

The detailed components of your grade will always be posted in Blackboard. It is your responsibility to audit regularly for accuracy and to request corrections. Final grades will be made available within a week upon the completion of the course and are found in WebAdvisor.

All grades are final and not subject to debate.

POLICY ON ATTENDANCE

Attendance and participation are vital; thus, students are expected to attend every session. On time arrival is expected. Tardiness is highly undesirable. This course has a strict policy of documented, advance notification. If unable to attend any session, please inform me, preferably via email, prior to that session. You need not provide a reason for your absence. In the business world, you would never miss a meeting without prior notice; and, if you did you could be terminated from your job. I expect you to apply that same courtesy to us and our class and I will expect you to make every effort to adhere to this policy. Failure to provide advance notification will be considered an unexcused absence.

In the event of excessive unexcused absences or excessive instances of tardiness, I reserve the right to lower your grade up to one full letter grade.

I take this policy very seriously and encourage you to do likewise.

In the event you cannot make class, regardless of the reason, you are to:

1. Check the syllabus
2. Confer with a classmate
3. Check BlackBoard
4. Research the missed content online
5. Come to office hours or make an appointment to discuss

POLICY ON COMMUNICATIONS

Communication skills are a major part of your development. As this course is in the School of Business and Nonprofit Management, I expect our email exchanges to reflect professional business communications. Therefore, every communication you send should be highly professional and 'client-ready.' This means formatted and edited for 100% accuracy in spelling, grammar, punctuation, and word choice. I will not respond to any email that is not completely accurate.

I check email regularly and late into the evening. If I do not respond within one business day, you may take my lack of response as your responsibility to edit and resend your communication. This policy is strictly enforced.

When authoring an email, please use an appropriate subject which is indicative of the contents of the message, for example, "Impending Absence, October 23." Your primary point of reference is this syllabus. Please read it in detail before approaching me with queries whose answers it contains. Please do not be offended if my response to your inquiry is, "Please refer to the syllabus." BlackBoard and fellow classmates are also good sources for basic questions.

When contacting me, my preferences are:

1. Email at any time
2. Office hours or make a face-to-face appointment
3. Voicemail message

For substantive communications, please see me in my office or make a special appointment in order to discuss in person. Additionally, as a follow up, it is your responsibility to document and send to me by email all significant arrangements and agreements made. I seldom recollect things said to me orally, so please follow up all significant exchanges with an email backup.

POLICY ON TECHNOLOGY TOOLS

All students are expected to check their North Park emails regularly (outside accounts such as Hotmail and Gmail are often sent into a spam folder). I send significant information via email and expect all students to have read them. If you do not use your North Park email address, please make sure email is being forwarded properly.

All students are expected to access BlackBoard. All grades and critical directions for assignments will be posted there. This is the official register for all grade-related issues. Check and audit grades regularly.

POLICY ON ETHICS

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the Internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another to copy one’s answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well.

For further information on this subject you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

STUDENTS WITH DISABILITIES

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Center for Academic Services at 773-244-5737, advising@northpark.edu or stop by the office located on the 2nd floor of the Student Services Building. Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>.

Accommodations for disabilities must be made prior to exams or to assignments.