

Econ 100.2J
T,Th 2:30-3:45 p.m.
Business Economics
Spring 2010

Instructor: Frank Maddox
318 Seney Hall
Phone-784-8357
Office Hours: M-Th: 1:00-2:00 p.m..

Course Description: Business economics is a survey course of topics and conceptual models from both microeconomics and macroeconomics that are relevant for decision-making in the business environment. This course satisfies the economics admission requirement for Goizueta Business School; business economics does not count towards the economics major.

Course Objective: The goal of Econ 100 is to provide students planning to major in business an introduction to the economic way of thinking and to the economist's view of the world as it relates to decision-making in the business environment. The course attempts to develop a student's ability to think analytically about the economic forces at work in society and posit the ramifications for the business context. Because economics provides the theoretical underpinnings for several disciplines in the business curriculum, it is imperative for pre-BBA students to understand these core economic concepts to facilitate negotiation of the business curriculum. Accordingly, Econ 100 satisfies the economic prerequisite for Goizueta Business School.

Method of Instruction: The course is taught with a combination of lecture, discussions, homework problems, writing prompts, and examinations. Class interaction and the analysis of specific economic problems are stressed. Several field trips will illuminate theoretical constructs encountered in class.

Academic Integrity: There is zero tolerance of any breach of academic integrity in this course. Students are asked to re-read and ask any questions about the Oxford Student Honor Code. The Honor Code will be strictly enforced.

Required Texts: Mankiw, Gregory N. Essentials of Economics (5th edition) SouthWestern/ Cengage Learning, 2009. Aplia will provide students with on-line practice and graded homework assignments.

Attendance Policy: Attendance is required and will be recorded each class period. One point will be deducted from the student's final numerical course grade for each absence in excess of three absences.

Examinations, Homeworks, and Quizzes: There will be two in-term exams and a comprehensive final exam. Several homeworks and announced quizzes will be assigned during the semester. Homeworks will include problem sets and writing responses to

assigned readings. Weekly Aplia assignments will constitute the remainder of the homework exercises.

Grading Policy: Each exams accounts for 25% of the course grade—Aplia, homeworks and announced quizzes account for the remaining 25% of the grade. Several of your assignments will be ungraded; ungraded but completed work will be assigned a numerical grade of 94—the lowest numerical value of an A grade. Your numerical average will be converted into a final letter grade:

- A = 94 up to 100
- A- = 90 up to 94
- B+ = 87 up to 90
- B = 84 up to 87
- B- = 80 up to 84
- C+ = 77 up to 80
- C = 74 up to 77
- C- = 70 up to 74
- D+ = 67 up to 70
- D = 60 up to 67
- F = 0 up to 60

Attendance Policy: Attendance is required and will be recorded. One point will be deducted from the student's final numerical grade for each absence in excess of three absences.

Make-up Examination Policy: Make-up exams will be permitted only with the permission of the instructor.

Important Dates

January 13	Wednesday	Classes Begin
January 18	Monday	Martin Luther King Holiday
January 20	Wednesday	Last day for changing courses
February 5	Friday	Last day for dropping courses without academic penalty
February 16	Tuesday	Exam 1
March 8-12	Monday-Friday	Spring Break
March 23	Tuesday	Exam 2
April 27	Tuesday	Classes End
April 28	Wednesday	Reading Day
See exam schedule		Final Exam

Week 1; January 13

Chapter 1. Ten Principles of Economics

Week 2: January 18-22

Chapter 2. Thinking Like an Economist

Chapter 3. Interdependence and the Gains from Trade

Week 3; January 25-29

Chapter 4. The Market Forces of Supply and Demand

Chapter 5. Elasticity and Its Application

Week 4; February 1-5

Chapter 6. Supply Demand and Government Policies

Thursday- field trip

Week 5; February 8-12

Chapter 7. Consumers, Producers, and the Efficiency of Markets

Chapter 8. Application: the Cost of Taxation

Week 6; February 15

February 16th Exam 1 (Chapters 1—8)

Chapter 9. Application: International Trade

Week 7; February 22-26

Chapter 10. Externalities

Chapter 11. Public Goods and Common Resources

Week 8; March 1-5

Chapter 12. The Costs of Production

March 4- field trip

Week 9; March 8-12

Spring Break

Week 10; March 15-19

Chapter 13. Firms in Competitive Markets

Chapter 14. Monopoly

Week 11; March 22-26

March 23rd Exam 2 (Chapters 9-14)

Chapter 15. Measuring a Nation's Income

Week 12; March 29-April 2

Chapter 16. Measuring the Cost of Living

Chapter 20. Unemployment

Week 13; April 5-9

Chapter 21. The Monetary System

Chapter 23. Aggregate Demand and Aggregate Supply

Week 14; April 12-16

Chapter 24. Monetary and Fiscal Policy

April 15th - field trip

Week 15; April 19-23

The Financial Meltdown and the Great Recession

Week 16; April 26-27

The Financial Meltdown and the Great Recession

April 28th --reading day

Final Exam –Comprehensive