

Econ 100.2A  
M,W 2:00-3:15 p.m.  
Business Economics  
Spring 2009

Instructor: Frank Maddox  
318 Seney Hall  
Phone-784-8357  
Office Hours: M-Th: 3:15-4:00 p.m..

**Course Description:**

**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

**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:** Bade, Robin and Michael Parkin. Foundations of Economics (4th edition) Pearson/Addison Wesley Press, 2009.

**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 three in-term exams and an optional comprehensive final exam. If you take the final it will substitute for your lowest exam grade. Several homeworks and announced quizzes will be assigned during the semester. Homeworks will include problem sets and writing responses to assigned readings.

**Grading Policy:** Each exams accounts for 30% of the course grade—homeworks and announced quizzes account for the remaining 10% 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: There are no make-up exams, because it is not possible to construct a make-up which is of equal rigor. If you miss an exam the final exam will substitute for that part of your grade.

### Important Dates

Spring Semester 2009		
Date	Day	Event
January 14	Wednesday	Classes Begin
January 19	Monday	Martin Luther King Jr. holiday
January 21	Wednesday	Last day for changing courses
February 9	Monday	Exam 1
March 6	Friday	Last day for dropping courses without academic penalty
March 9-13	Monday-Friday	Spring recess
March 23	Monday	Exam 2
April 22	Wednesday	Exam 3
April 28	Tuesday	Classes End
April 29	Wednesday	Reading Day
May 5	Tuesday	Final exam (2:00-5:00 a.m.)

### Course Outline

Week 1; January 14-16

- Chapter 1. Getting Started
- Week 2: January 19-23  
Chapter 4. Demand and Supply
- Week 3; January 26-30  
Chapter 5. Elasticities of Demand and Supply
- Week 4; February 2-6  
Chapter 13. Production and Costs  
**The Corporation**
- Week 5; February 9-13  
**February 9 - Exam 1 (Chapters 1, 4, 5, 13)**
- Week 6; February 16-20  
Chapter 14. Perfect Competition
- Week 7; February 23-27  
Chapter 15. Monopoly
- Week 8; March 2-6  
Chapter 16. Monopolistic Competition
- Week 9; March 9-13  
Spring Break
- Week 10; March 16-20  
Chapter 17. Oligopoly
- Week 11; March 23-27  
**March 22 Exam 2 (Chapters 14-17)**
- Week 12; March 30-April 3  
Chapter 2. The U.S. and Global Economies
- Week 13; April 6-10  
Chapter 21. GDP and the Standard of Living
- Week 14; April 13-17  
Chapter 22. The CPI and the Cost of Living  
Chapter 23. Jobs and Unemployment
- Week 15; April 20-24  
Chapter 3. The Economic Problem  
Chapter 9. Global Markets in Action

**April 23—Exam 3 Chapters 2,3,9,21,22,23**

Week 16; April 28- review for final

April 29- Reading Day

**Final Exam – Tuesday May 5th 2:00-5:00 p.m.—Comprehensive**