

Syllabus for
BUS 202—Principles of Economics II (Microeconomics)
3 Credit Hours
Spring 2012

I. COURSE DESCRIPTION

Theory of markets, price mechanism, production, distribution and resource allocation; application of marginal analysis and equilibrium theory to the price and output decisions of the individual firm in pure competition, monopolistic competition, oligopoly and monopoly; agriculture; labor, rent, interest and profit theory; international trade; the economics of change.

Prerequisites: BUS 201, Principles of Economics I

II. COURSE GOALS

- A. Students will gain an understanding of the way our individualistic and complex economic system works and will develop an orderly, systematic way of analyzing economic problems. Students will gain the ability to use simple analytical economic models, principles, and concepts to analyze a variety of microeconomic problems. Current economic events will be discussed to stimulate interest in economics and to increase analytical abilities.
- B. In line with the purpose of this University, this course provides the following:
1. Contributes to the education of the whole person.
 2. Encourages each student to place faith in Jesus Christ at the center of his or her life.
 3. Encourages the synthesis and integration of the common bond of knowledge provided by the University into a unified whole.
 4. Sharpens the communication, computation, and critical analysis skills of each student.
 5. Develops appreciation for differing cultures.
 6. Increases the student's recognition of God's order, diversity, and creativity and their consequences in the social and historical sciences.
 7. Demonstrates that knowledge and experience are related, not separated.
 8. Reveals God's purpose and glory as evident in this course of study.
 9. Assists the student's development of basic skills, acquiring of basic knowledge and formulation of a world vision.
 10. Advocates the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. In line with the purpose of the business program, this course is designed to prepare a student for an active role in the general area of business. This course provides an exposure to the role of microeconomics in the business environment and in economic decision-making. This course in microeconomics is part of a program to develop an integrated person—spiritually alive, intellectually alert, and physically disciplined.
- D. In line with departmental objectives, this course prepares the student in the following areas:
1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
 2. Broad comprehensive foundational knowledge for the professional standards of the intended major

3. Broad interpretation of the dynamics of business within the social and professional context
4. Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

After successful participation in class discussions, listening to class lectures, and participating in class projects, the student will be able to solve, to differentiate, and to analyze economic conceptual models, problems, and statements with an accuracy level of 70% or above in the following major areas: Microeconomics of Product Markets, Resource Markets, Government, Issues and Policies; International Economics and the World Economy.

B. Performance Objectives

A student upon successfully completing BUS 202 “Principles of Economics II” will be able to do the following as they are related to objective examinations consisting of 100 points each:

1. Contrast perfectly elastic demand and inelastic demand.
2. Define total revenue from the economic perspective as compared to the accounting perspective.
3. Explain the law of diminishing marginal utility.
4. Explain the utility-maximizing rule.
5. Explain the shape of a firm's long-run atc.
6. Define variable costs.
7. Define oligopoly.
8. Compare increasing and decreasing cost industry.
9. List the major barriers to entry into an industry.
10. Explain pure monopoly.
11. Identify three oligopoly models.
12. Explain how monopolistic competition differs from pure competition in its basic characteristics.
13. Identify and explain product innovation.
14. Identify and explain the interest-rate cost-of-funds curve.
15. Explain marginal productivity theory of income distribution.
16. Explain the $m_{rp} = m_{rc}$ rule.
17. Compare real wage and nominal wage.
18. Compare wage differentials.
19. Explain the loanable funds theory of interest.
20. Explain economic rent.
21. Identify the law of conservation of matter and energy.
22. List and compare the moral hazard problem.
23. Explain the difference between the progressive tax and the regressive tax.
24. Explain public choice theory.
25. Describe the major provisions of the Sherman and Clayton acts and how these laws affect marketing and management decisions.
26. Explain how social regulations differ from industrial regulations.
27. Explain the economic effects of price supports.
28. Compare short-run and long-run farm problems.
29. Contrast medicare and medicaid.
30. Compare the differences between social insurance and public assistance programs.
31. Describe national health insurance as means of increasing access to health care.

32. Compare preferred provider organization and health maintenance organizations
33. Contrast the structural-change and managerial-opposition hypotheses as they relate to the decline of unionism.
34. Explain the national labor relations act
35. Evaluate - protective tariffs limit both the imports and the exports of the nation levying tariffs.
36. Describe terms of trade.
37. Describe what is meant by the term “managed float.”
38. Define the bretton woods system.
39. Define iacs (industrially advanced countries).
40. Define brain drain.
41. Define land reform
42. Identify the world bank.
41. Explain what is meant when reforms are described as “shock therapy”.
44. Explain township and village enterprises.
45. Contrast from the standpoint of the global perspective the impact of exports, exchange rates, economic growth, and development assistance.
46. Differentiate the different managerial strategies as related to small businesses, partnerships, and corporations.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required Materials

Textbooks

Arnold, Roger A. Economics. (9th Ed). Mason, OH, Southwestern, 2008. (Required)
ISBN-13 978-0-324-59542-0

CPS Pulse Clicker. Bar Code: 9781881483816 (required)

CPS One Term Registration Code. Bar Code: 9781881483045 (required)

V. POLICIES AND PROCEDURES

A. Universities Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student’s grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others’ materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU’s Honor Code: “I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments.” Plagiarism is usually defined as copying someone else’s ideas, words, or sentence structure and submitting them as one’s own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another’s work as one’s own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;

- d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.
- By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
- 3. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
 - 4. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting and Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

- a. There are hourly examinations, a final examination, quizzes and homework. The relative worth of these areas is designated below.

First Examination		100 points
Second Examination		100 points
Third Examination		100 points
Quizzes and Homework		100 points
Final Examination	100 points	
TOTAL		500 points

- b. Grading

90% of total points	A
80% of total points	B
70% of total points	C
60% of total points	D
Below 60%	F
- c. Ten bonus points will be given for perfect attendance. Three penalty points will be deducted for each unexcused absence in excess of three. Unannounced bonus quizzes will be given in class from time to time. Quizzes will be based on instructor tweets on econgems for the previous week.
- d. Any examination not taken at the scheduled time due to an excused absence is made up at a time arranged with or by the instructor. Generally, tests missed for an unexcused absence cannot be made up. If a test absence is allowed to be made up, the University's \$15 late-test fee is paid in advance.
- e. Up to three bonus points for each chapter may be earned by taking the self-test chapter quizzes on D2L. Each chapter quiz may be taken up to four times. Only the highest score will be recorded.

- 2. Whole Person Assessment Requirements -There are no Whole Person Assessment assignments in this course.

3. Other Information
 - a. Academic Dishonesty: Each student is responsible for submitting his/her own work. Development of solid Christian values requires that any violations not be tolerated.
 - b. Office hours will be announced in class and posted on the instructor's door.
 - c. Professor's name: Dr. James R. Russell
Office: Graduate Center 3F02
Telephone: 918-495-6551
E-Mail: jrussell@oru.edu

VI. COURSE CALENDAR

Week of	Topic	Chapter(s)
Jan 3	Introduction	
Jan 10	Elasticity	17
Jan 17	Consumer Choice	18
Jan 24	Production and Costs	19
Jan 31	Perfect Competition	20
Feb 7	Exam 1	17-20
	Monopoly	21
Feb 14	Monopolistic Competition, Oligopoly, & Game Theory	22
Feb 21	Government and Product Markets: Antitrust & Regulation	23
Feb 28	Factor Markets	24
Mar 7	Exam 2	21-24
	Wages, Unions, and Labor	25
Mar 14	Spring Break	
Mar 21	The Distribution of Income and Poverty	26
	Interest, Rent, and Profit	27
Mar 28	Market Failure	28
	Public Choice	29
Apr 4	Exam 3	25-29
	International Trade	30
Apr 11	International Finance	31
	Globalization	32
Apr 18	Stocks, Bonds, Futures, and Options	33
	Review for Final	17-33
Apr 25	Final	17-33

Course Inventory for ORU's Student Learning Outcomes

Economics – BUS 202 Spring 2012

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation				X
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		X		
4B	Interpersonal skills			X	
4C	Appreciation of cultural & linguistic differences				X
4D	Responsible citizenship			X	
4E	Leadership capacity		X		