



School of
Distance Education
Andrews University



SYLLABUS

ECON 226 Microeconomics

202331

ECON 226 Microeconomics

School of Distance Education

Self-Paced Format

This course follows a self-paced online format. This format allows you to set your own pace of study. While you have 180 days from your start date to complete the course with Andrews University, it is your responsibility to meet any deadlines set by your home institution. The last day to withdraw with a full refund is 15 days after your start date. See [more withdrawal details here](#).

Instructor Contact

Please refer to course in LearningHub for the teacher contact information.

Communication with the Instructor

It is important to remember that while the Internet is available 24 hours a day, your instructor is not. You can expect that your instructor will respond to e-mail message to you within 2 business days during the week and may not be available to respond on weekends.

Other Assistance

Username and password assistance	helpdesk@andrews.edu	(269) 471-6016
Technical assistance with online courses	dlit@andrews.edu	(269) 471-3960
Exam requests and online proctoring	sdeexams@andrews.edu	Call: (269) 471-6566
Distance Student Services - any other questions	sdestudents@andrews.edu	Text: (269) 397-4477

Part 1: Course Information

Course Description

Explores theories currently used to explain how people choose what to consume and produce. Analysis extended to well-defined groups such as business firms; also explores the phenomenon called “the market” with its prices and the way people react to them. Algebra used extensively.

Required Text/Material

Note to Berrien Springs campus students: This course is part of the campus’ course material delivery program, [First Day Complete](#), already paid for in your bill unless you opted out. The bookstore will provide each student with a convenient package for physical books and any digital materials for this course that have been integrated into LearningHub.

Note to online and guest students: Textbooks for online courses may be purchased from any supplier. For financial aid in payment, contact your financial advisor at the university where you are completing your degree. Andrews University degree students who have confirmed that funds are available will then purchase the books themselves and send receipts to their financial advisor for reimbursement.

Hubbard, R. G., O'Brien, A. P., Serletis, A., & Childs, J. (2021). *Microeconomics*. Pearson.
Print ISBN 9780135952825. eText ISBN: 9780135952986

Credit Hour and Commitment

This course is offered for 3 semester credits; therefore it is expected that you will spend 135 hours total on this course. This course has 16 modules with 16 lessons, 2 exams, 9 quizzes, 8 blogs, and 1 paper. Each module represents a week of a typical semester course. It is recommended that you budget 9 hours for studying and completing the activities for each module. There are suggested schedules to accomplish this work included in this syllabus.

Program Learning Outcomes

1. Students will identify the major theory and concepts of business across business functional areas.
2. Students will incorporate relevant quantitative and qualitative data in the analysis.
3. Students will be able to deliver oral presentations clearly, confidently, and in an organized format, and present their written thoughts in a coherent narrative to articulate complex ideas.
4. Students will be able to identify Christian perspectives when approaching business issues and understand the Judea-Christian foundation of personal and professional integrity, ethics, accountability, and experience positive Christian growth.

Student Learning Outcomes

Upon successful completion of the course a student will be able to:

1. Understand the concept of economic opportunity cost and contrast it with accounting costs.
2. Understand the theory of supply and demand and describe its determinants.
3. Define price, income, and cross-price elasticity and demonstrate an understanding of their effect on demand.
4. Outline and explain the theory of the firm.
5. Apply the concepts of marginal cost, marginal revenue and marginal revenue product and their effect on profit maximization.

Part 2: Course Methods and Delivery

Methods of Instruction

Methods of instruction include assigned readings from the textbook and the course material, accessing instructional materials, interacting with your instructor and classmates in discussion forums, taking quizzes and mid-term and final exams, and writing an end-of-term paper. Regular participation in the course is essential to good performance.

Technical Requirements

- Computer: PC (Win 10 or newer) or MAC (10.14 or better)
- A webcam with microphone, and speakers (or plug in headset)
- Internet: 2.4 Mbps or faster DSL, cable or Wi-Fi connection
- Browser: Current version of Chrome or Firefox
- Software: Office 2013 or newer ([Office 365 available here](#))

LearningHub Access

This course is delivered online through LearningHub at <http://learninghub.andrews.edu>

Your username and password are your Andrews username and password. You need to activate your username and password to access LearningHub.

Please do this online here: <https://vault.andrews.edu/vault/pages/activation/information.jsp> if you haven't already. If you need assistance, call or email us: (296) 471-6016 or <mailto:helpdesk@andrews.edu>.

If you need technical assistance at any time during the course, or to report a problem with LearningHub, please email dlit@andrews.edu or call (269) 471-3960.

Part 3: Course Requirements

Important Note: Activity and assignment details will be explained in detail within each learning module. If you have any questions, please contact your instructor.

Your Schedule

In LearningHub, you will access online lessons, course materials, and resources. This course is self-paced. You must complete the course within 180 days. This is the Consortium policy. You may have a stricter deadline imposed by graduation, financial aid, or other restrictions.

Start by creating a schedule for completion of the course.

- Determine your deadline. Do you need a transcript sent to your home institution?
- Working from your deadline, count backwards. Allow 2 weeks after you take your final exam for your final grade to be calculated. Allow another 2 weeks for the transcript to be processed and sent.
- Now use the suggested schedules to create a schedule for yourself that ensures completion 4 weeks before your deadline.

Submit your course plan to your instructor within LearningHub AND discipline yourself to make regular progress.

Assessment Descriptions

Blogs

The subject of Economics is not like a basic math where assignments are right or wrong. The discussion requirements are non-negotiable. It is your responsibility to meet the requirements as they are.

Quizzes/Midterm/Final

All of the assessments consist of multiple-choice questions that will be covering the information present in the book.

Paper

The paper will focus on your analysis to an article.

Rubrics

Discussion Forums: Every module, you are expected at minimum, to:

Submit at least a discussion to the question of substantive means. Substantive means that you must take time in formulating your discussion, organizing your own thoughts and incorporating the reading materials (you should be citing parts of the book and/or other reading materials in your posts). You must demonstrate evidence of critical thinking Your initial post should include an APA formatted in-text citation and reference. This is where most students miss points given that they do not provide research for their work or do not put an in-text citation in their post.

HOW IS THE GRADING DONE?

The grading for discussions is worth 50 points per discussion. The specific point breakdown is as follows:

– Exemplary

The student has participated above the minimum level in both quantity and clarity of communication in discussion postings. The student:

- Goes above and beyond the requirements to effectively utilize course materials in discussion, demonstrating that materials have been read, comprehended, and applied to real situations.
- Clearly devotes time and thought to the coursework and his or her discussion posts; always uses proper grammar, punctuation, and fonts in discussion.

– Good Work

The student met minimum requirements. The student:

- Utilizes course materials in discussion, demonstrating that materials have been read and comprehended, and applied to real situations.
- Devotes the minimum amount of time and thought to coursework and his or her discussion posts; almost always uses proper grammar, punctuation, and fonts in discussion.

– Needs Improvement

The student consistently contributed less than the minimum postings or postings were lacking thought and reference to course materials. The student:

- Contributes discussions that are short and lacking or unclear and unrelated to course materials; does not demonstrate that he/she has read or can apply the course materials.
- Devotes less than the minimum amount of time and thought to coursework and his or her discussion posts; seldom or never uses proper grammar, punctuation, and fonts in discussion.

– Failing

The student is clearly not spending time on this course. The student:

- Does not contribute at all or contributes posts that are short and lacking or unclear and unrelated to course materials; does not demonstrate that he/she has read or can apply the course materials.
- Devotes very little, if any, time and thought to coursework and his or her discussion posts; seldom or never uses proper grammar, punctuation, and fonts in discussion

Requirements of submission: You will write a post (3-4 paragraph response) to the discussion forum.

Critical Elements	Distinguished (A)	Proficient (B)	Emerging (C)	Not Evident (F)	Percentage
Critical Thinking	You have a well-thought- out post.	You have a well-thought-out post.	You have a well-thought-out initial post.	You had no post.	40
Application	Your posts showed you answered the question; you demonstrated that you understood the course concepts. You had application within your work and appropriate use of economic terms. Your length of post is appropriate.	Your posts showed you answered the question; you did not completely understand the course concepts, did not address all parts of the questions and use appropriate use of economic terms in your work.	Your post showed you struggled to answer the question; you did not understand the course concepts and lacked application and depth of economic terms.	Your posts did not answer the question.	40
Writing (Mechanics/ Citations)	No errors related to organization, grammar and style, and citations. The use of APA formatting was correct for all work.	Minor errors related to organization, grammar and style, and citations. There were some errors with APA formatting.	Some errors related to organization, grammar and style, and citations. There were many errors with APA formatting.	Major errors related to organization, grammar and style, and citations. APA formatting was not present.	20
Total					100 %

Important Notes: How to do well on discussions

- 1. Do you have 3-4 paragraphs for post?**
- 2. Did you use economic terms from the Week?**
- 3. Did you label your post correctly?**

How do quizzes/midterm/final work?

All assessments will be multiple-choice questions. Each quiz will be 20 multiple-choice questions, of which, you will have 60 minutes to complete it. No technological related excuses are accepted in the course for any reason, it is your responsibility to make sure that you complete all your work on time to get full points. The final exam will consist of 50 multiple-choice questions, of which you will have 120 minutes to complete it. The midterm exam will consist of 50 multiple-choice questions, of which you will have 120 minutes to complete it. You only get one attempt to take the test. When you are taking any assessment, any technological issue that does not allow you to complete the assessment will result in a grade of a 0. This is the same policy that applies to all students, so do not email me any excuses to why you cannot complete the assessments. You will need to ensure that you have a secure internet connection and that you are active during the assessment as you need to click every one minute. All students are held to the same policies in the course, so if you cannot finish the assessment for any reason,

you will receive the score you earned at that point. No exceptions to this rule, so make sure to take plan early and be careful when taking any assessment.

How does the paper work?

You will be required to complete one paper that is a 1-2 page writing assignment that must be turned in as a Paper. You will need to submit one document that includes both your article and paper. The article must be at the end of your reference page and must be the full article. No links are allowed for your work or you will lose 30 points. If you do not turn the paper in you will receive a 0/100 as there are no exceptions or extensions. You must also use APA format in your paper to receive credit. What you will be doing is to find an article on any economic topic. You are required to find an article that is relevant to economics and make an argument in your analysis using appropriate economic terminology. Make sure you are referencing all appropriate sources.

PAPER GRADING RUBRIC

Content and Organization 50 points	<i>Points Earned</i>	Comments:
All key elements of the assignment are covered in a substantive way. <ul style="list-style-type: none"> The paper is 1-2 pages. proper use of economic terms <ul style="list-style-type: none"> Development Content Transitions between paragraphs Proper thesis <p>If you do not include the FULL article with no links, you will receive a reduction of 50 points. Also, you must submit your work as one document with both your paper and article.</p>		
The content is comprehensive, accurate, and /or persuasive.		
The paper develops a central theme or idea, directed toward the appropriate audience.		
The paper links theory to relevant examples of current experience and industry practice and uses the vocabulary of the theory correctly.		
Major points are stated clearly; are supported by specific details, examples, or analysis; and are organized logically. <ul style="list-style-type: none"> Minimum of 2 data indicators 		
The introduction provides sufficient background on the topic and previews major points.		
The conclusion is logical, flows from the body of the paper, and reviews the major points.		
Readability and Style 25 Points	<i>Points Earned</i>	Comments:
Paragraph transitions are present and logical and maintain the flow throughout the paper.		
The tone is appropriate to the content and assignment.		
Sentences are complete, clear, and concise.		
Sentences are well-constructed, with consistently strong, varied sentences.		
Sentence transitions are present and maintain the flow of thought.		
Mechanics 25 points	<i>Points Earned</i>	Comments:
The paper, including the title page, reference page, tables, and appendices, follow appropriate guidelines for format. (APA formatting is required)		
Citations of original works within the body of the paper follow appropriate guidelines.		
The paper is laid out with effective use of headings, font styles, and white space.		
Rules of grammar, usage, and punctuation are followed.		
Spelling is correct.		
Total 100 Points	<i>Points Earned</i>	Comments:

Steps to succeed for paper requirements:

1. Pick an article that you find that interests you in microeconomics and we have covered it in the course (examples includes: gas prices, food prices, housing prices, hybrid cars, supply of corn, markets, income distribution). The best place to find an article is in your local paper, cnn.com, or msnbc.com.
2. Divide your paper into 3-5 paragraphs. First paragraphs should consist of a summary of the article that you are evaluating. Second and third paragraphs should include an evaluation/analysis of the article using appropriate economic terminology that has been presented in the course. It is important to make sure that you are not summarizing in paragraphs 2-3. Paragraphs 4-5 should consist of recommendations of what you think should be done or your position on the topic given the author point of view.
3. To submit the paper, you will need to copy your article into your paper after your bibliography page. Please note that APA is required for your work, which includes both your title page, reference page, and in-text citations. If you are having issues with APA formatting, you will need to contact the Writing Center.
4. Please make sure to plan early as no late work is accepted in the course. You will need to submit one document that includes both your article and paper. I would recommend that you start early to submit your work as you will not be able to submit your work late given the late policy in the course.

Exams

There are two exams in this course. The midterm exam covers material from Lessons 1-7 and is made up of multiple-choice questions and worth 100 points. You will be allowed 120 minutes to take this exam. This exam is worth 10% of your grade. The final exam covers material from all lessons and is made up of multiple-choice questions and worth 150 points. You will be allowed 120 minutes to take this exam. This exam is worth 15% of your grade. Both exams must be taken under supervision of a proctor.

Follow prompts in the course space to set up your exam session. In each module that contains an exam, you will find what to review and what materials are allowed (if any) during the exam.

Please read the important information about taking exams and how online proctoring works at www.andrews.edu/distance/students/exams.html. Then follow the instructions that apply to your situation on the [exam request form](#) to set up your exam session.

Please note that an exam code is never released to the student. All students must present photo identification before each exam session. Exams can only be proctored after a deadline with approval directly from the instructor to the Testing Center (sdeexams@andrews.edu or 269-471-6566). No exam is returned to the student for review. To aid studying for future exams, you may request the instructor to provide summary feedback on an exam.

Suggested schedule for completion in 8 weeks:

Modules	Lessons	Readings	Assignments	Outcomes Met
Intro	These items will need to be completed before you will have access to the rest of the course	Orientation Course Overview Introductions Academic Integrity	Schedule Introduce Yourself Academic Integrity Quiz Academic Integrity Statement	
1	Introduction to Economics	Chp 1 -- Economics: Foundations and Models	Blog #1	SLO1, SLO4 P1, P3
	Market Systems	Chp 2 -- Trade-offs, Comparative Advantage, and the Market System	Blog #2 Quiz #1	SLO1, SLO4 P1, P3
2	Supply and Demand	Chp 3 -- Where Prices Come From: The Interaction of Demand and Supply	Blog #3 Quiz #2	SLO1, SLO4 P1, P3
	Price Ceilings and Floors	Chp 4 -- Economic Efficiency, Government Price Setting, and Taxes	Blog #4 Quiz #3	SLO1, SLO3, SLO4 P1, P2, P3
3	Externalities and Elasticity	Chp 5. Externalities, Environmental Policy, and Public Goods Chp 6. Elasticity: The Responsiveness of Demand and Supply Chp 7. The Economics of Health Care	Quiz #4	SLO3 P2
	Stock Market	Chp 8. Firms, the Stock Market, and Corporate Governance	Quiz #5	SLO8, SLO9 PO2, PO4
4	International Trade	Chp 9. Comparative Advantage and the Gains from International Trade	Blog #5	SLO3, SLO4, SLO5 PO2, PO3, PO4
	PROCTORED MIDTERM EXAM			SLO4, SLO7 PO1, PO4
5	Consumer Choice	Chp 10. Consumer Choice and Behavioral Economics	Quiz #6	SLO1, SLO4, SLO5, SLO6 PO4, PO5
	Production Costs	Chp 11. Technology, Production, and Costs	Quiz #7	SLO1, SLO4, SLO5, SLO6 PO4, PO5
6	Perfectly Competitive Markets	Chp 12. Firms in Perfectly Competitive Markets	Blog #6 Quiz #8	SLO3, SLO4, SLO7, SLO8 PO2, PO4
	Monopolistic Competition	Chp 13. Monopolistic Competition: The Competitive Model in a More Realistic Setting	Blog #7	SLO3, SLO4, SLO7, SLO8 PO2, PO4
7	Oligopolies	Chp 14. Oligopoly: Firms in Less Competitive Markets	Quiz #9	SLO3, SLO4, SLO7, SLO8 PO2, PO4
	Monopolies	Chp 15. Monopoly and Antitrust Policy	Blog #8	SLO8, SLO9 PO2, PO4
8	Markets for Labor, and other Factors of Production	Chp 16. The Markets for Labor and Other Factors of Production	Paper	SLO8, SLO9 PO2, PO4
	PROCTORED FINAL EXAM			

Suggested schedule for completion in 16 weeks:

Modules	Lessons	Readings	Assignments	Outcomes Met
Intro	These items will need to be completed before you will have access to the rest of the course	Orientation Course Overview Introductions Academic Integrity	Schedule Introduce Yourself Academic Integrity Quiz Academic Integrity Statement	
1	Introduction to Economics	Chp 1 -- Economics: Foundations and Models	Blog #1	SLO1, SLO4 P1, P3
2	Market Systems	Chp 2 -- Trade-offs, Comparative Advantage, and the Market System	Blog #2 Quiz #1	SLO1, SLO4 P1, P3
3	Supply and Demand	Chp 3 -- Where Prices Come From: The Interaction of Demand and Supply	Blog #3 Quiz #2	SLO1, SLO4 P1, P3
4	Price Ceilings and Floors	Chp 4 -- Economic Efficiency, Government Price Setting, and Taxes	Blog #4 Quiz #3	SLO1, SLO3, SLO4 P1, P2, P3
5	Externalities and Elasticity	Chp 5. Externalities, Environmental Policy, and Public Goods Chp 6. Elasticity: The Responsiveness of Demand and Supply Chp 7. The Economics of Health Care	Quiz #4	SLO3 P2
6	Stock Market	Chp 8. Firms, the Stock Market, and Corporate Governance	Quiz #5	SLO8, SLO9 PO2, PO4
7	International Trade	Chp 9. Comparative Advantage and the Gains from International Trade	Blog #5	SLO3, SLO4, SLO5 PO2, PO3, PO4
8	PROCTORED MIDTERM EXAM			SLO4, SLO7 PO1, PO4
9	Consumer Choice	Chp 10. Consumer Choice and Behavioral Economics	Quiz #6	SLO1, SLO4, SLO5, SLO6 PO4, PO5
10	Production Costs	Chp 11. Technology, Production, and Costs	Quiz #7	SLO1, SLO4, SLO5, SLO6 PO4, PO5
11	Perfectly Competitive Markets	Chp 12. Firms in Perfectly Competitive Markets	Blog #6 Quiz #8	SLO3, SLO4, SLO7, SLO8 PO2, PO4
12	Monopolistic Competition	Chp 13. Monopolistic Competition: The Competitive Model in a More Realistic Setting	Blog #7	SLO3, SLO4, SLO7, SLO8 PO2, PO4
13	Oligopolies	Chp 14. Oligopoly: Firms in Less Competitive Markets	Quiz #9	SLO3, SLO4, SLO7, SLO8 PO2, PO4
14	Monopolies	Chp 15. Monopoly and Antitrust Policy	Blog #8	SLO8, SLO9 PO2, PO4
15	Markets for Labor, and other Factors of Production	Chp 16. The Markets for Labor and Other Factors of Production	Paper	SLO8, SLO9 PO2, PO4
16	PROCTORED FINAL EXAM			

Completing Assignments

All assignments for this course will be submitted electronically through LearningHub unless otherwise instructed. Assignments and exams must be completed **within 180 days** of course registration date. This timeframe is subject to change depending on deadlines set by your home institution.

Part 4: Grading Policy

Graded Course Activities

Percent %	Description
15%	Blogs
15%	Quizzes
25%	Paper
20%	Mid-term
25%	Final
100	Total Percent Possible

Viewing Grades in Moodle

- Click into the course.
- Click on the **Grades** link in Administration Block to the left of the main course page.

Letter Grade Assignment

Letter Grade	Percentage
A	93-100%
A-	90-92%
B+	88-89%
B	83-87%
B-	80-82%
C+	78-79%
C	73-77%
C-	70-72%
D	60-69%
F	0-59%

Part 5: Course Policies

Withdrawal and Incomplete Policies

The current withdrawal policy can be found online at <https://www.andrews.edu/distance/students/gradplus/withdrawal.html>. The incomplete policy is found online at <http://www.andrews.edu/web/mvc/moodle/public/incompletes.html>.

Maintain Professional Conduct Both in the Classroom and Online

The classroom is a professional environment where academic debate and learning take place. Your instructor will make every effort to make this environment safe for you to share your opinions, ideas, and beliefs. In return, you are expected to respect the opinions, ideas, and beliefs of other students—both in the face-to-face classroom and online communication. Students have the right and privilege to learn in the class, free from harassment and disruption.

Academic Accommodations

Students who require accommodations may request an academic adjustment as follows:

1. Read the Andrews University Disability Accommodation information at <https://www.andrews.edu/services/sscenter/disability/>
2. Download and fill in the disability form at <http://www.andrews.edu/services/sscenter/disability/accommodationsreqform.pdf>. Preferably type answers. To save a digital copy, 1) print to file and save or 2) print and scan. Email the completed form and disability documentation (if any) to success@andrews.edu or fax it to (269) 471-8407.
3. Email sdestudents@andrews.edu to inform the School of Distance Education that a disability has been reported to Student Success.

Commitment to Integrity

As a student in this course, and at the university, you are expected to maintain high degrees of professionalism, commitment to active learning, participation in this course, and integrity in your behavior in and out of this online classroom.

Commitment to Excellence

You deserve a standing ovation based on your decision to enroll in, and effectively complete this course. Along with your pledge of “commitment to Integrity” you are expected to adhere to a “commitment to excellence.” Andrews University has established high academic standards that will truly enhance your writing and communication skills across the disciplines and in diverse milieu with many discourse communities in the workplace.

Honesty

Using the work of another student or allowing work to be used by another student jeopardizes not only the teacher-student relationship but also the student’s academic standing. Lessons may be discussed with other students, tutors may help to guide a student’s work, and textbooks, encyclopedias and other resource materials may be used for additional assistance, but the actual response must be the student’s own work. A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty.

Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action.

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