

**NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE**

COURSE: BUS	PREFIX NO. 105	EFFECTIVE DATE Summer 2009	NEXT REVIEW DATE Summer 2010		
TITLE: BUSINESS ECONOMICS APPLICATIONS		CREDITS 3	CONTACTS		
			CLASS	LAB	TOTAL
			3	0	3

PREREQUISITES: None, but completion of any required reading course is strongly recommended.

DESCRIPTION: This course includes the practical applications of economics used in marketing, retailing, and management and the study of supply/demand, market structure, price regulations, and trade.

TEXTBOOK(S) OR ALTERNATIVE: Fundamentals of Economics, 4th Edition copyright 2009, William Boyes and Michael Melvin, Houghton Mifflin Co.

MATERIALS (specifying those to be purchased by student):
Textbook and Calculator

COLLATERAL READING: Current newspaper and magazine articles dealing with economic issues.

CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):

Academic Honesty: During a test, as well as on any written assignment, paper, or project, anyone caught exchanging information or copying someone else's work will be given a grade of zero on that work and will face further disciplinary action. Refer to the "Student Code Book" on "Academic Dishonesty", pp. 9-10.

Absences: Twenty percent (20%) of total class hours will be the maximum number allowed. There are no excused absences except those verified by other instructors for field trips or school-related assignments. A student with a doctor's excuse will be able to make up missed work, but the absence is still counted toward the twenty percent.

Tardies: A student is tardy if he/she arrives for class after the instructor has checked the class roll. Three tardies will count as one absence. Any student who shows up for class more than ten minutes late will be counted as absent for that class.

Makeup Tests: Makeup tests will be at the discretion of the instructor. This will require the student to give a valid reason for missing the test and must be requested in advance.

Assigned Work: If an assignment is given to the class while a student is absent, he/she is required to turn in the work on the first day back in class.

Classroom Etiquette: An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also toward others. In the classroom, as on the job or in your home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, inappropriate talking while class is in session, etc. negatively reflect on you and your fellow students. Please be considerate.

Remember no food or drinks are allowed in classrooms or labs.

Cell phones, beepers, etc. should not be on during class.

Student ID: It is mandatory that every student wear his or her student ID at all times. The instructor will dismiss students without ID from class. The student may get his/her ID and return to class before the midpoint of the class. If the student cannot get his/her ID and return to class by the midpoint, the instructor will record the absence.

Disabilities Statement: Students with disabilities are encouraged to contact the Vice President for Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Vice President for Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See *College Catalog*)

RESOURCES (A-V, persons, tools/equipment):

Overhead transparencies
Guest speakers
Videotapes

COURSE TOPICAL OUTLINE (Lists topics and sub-topics of course) and Calendar or approximate length of time devoted to topic.

The following is a tentative outline of topics to be covered. We will cover approximately two chapters each week and will have a minimum of five tests.

PART 1: THE PRICE SYSTEM

CHAPTER

- 1 Economics and the World Around You
- 2 Markets and the Market Process
- 3 Applications of Demand and Supply

PART 2: CONSUMERS, FIRMS, AND SOCIAL ISSUES

CHAPTER

- 4 The Firm and the Consumer
- 5 Costs and Profit Maximization
- 6 Competition
- 7 Competition, Cooperation and Government
- 8 Social Issues

PART 3: THE NATIONAL AND GLOBAL ECONOMIES

CHAPTER

9	An Overview of the National and International Economies
10	Macroeconomic Measures
11	Unemployment, Inflation, and Business Cycles
14	Money and Banking
15	Monetary Policy
18	Globalization

OBJECTIVES OF COURSE: Upon successful completion of the course, the student should be able to demonstrate the value of economic analysis in explaining daily events, to see the world as a global economic environment, and to relate to concepts that are currently meaningful.

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:

Lecture
Discussion
Whiteboard
Overhead transparencies
Videotapes
On-Line Quizzes and study notes

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:

To encourage involvement by the student in current events, each student will be required to submit one short report (typed) each week concerning a current economic issue. These reports will be discussed in class and submitted to the instructor each week. These reports will count toward the student's grade.

These reports should provide a brief summary of the issue as well as demonstrate the student's understanding of the topic through the use of analysis, the use of personal examples, or relating the article to a topic discussed in class.

The use of the Success Center is suggested in preparing these summaries in order to take advantage of word processing, electronic dictionaries, and other technology designed to enhance the reader's understanding of the subject matter.

Written Objective Tests.....	70%
Current Events Summaries.....	20%
Class Participation.....	10%

GRADING SCALE:

93 - 100	= A
85 - 92	= B
77 - 84	= C
70 - 76	= D
0 - 69	= F