



BRMB 5200 Business Economics

Basic Information

Instructor: Erin Vernon, PhD

Email: vernoner@seattleu.edu

Office Hours: Zoom by appointment (**don't hesitate to email me and ask for a virtual Zoom or phone meeting**)

Readings

Text: Essentials of Economics by Krugman, and Wells, 4th ed, Worth Publishers (earlier editions ok but statistics, chapters, and page numbers may not exactly match what is stated on syllabus and/or lectures)

Article: Colander, David, "Integrating Sex and Drugs into the Principles Course: Market-Failures versus Failures-of-Market Outcomes," The Journal of Economic Education Vol. 34, No. 1 (Winter, 2003), pp. 82-91

Please note that related current event articles may also be assigned during the quarter. These articles will be posted on Canvas and discussed in class.

Course Description

This course requires application of economic analysis to business issues. Topics include demand theory, production and cost analysis, markets and pricing, and government policy

Course Learning Objectives

After completion of the course, the successful student will be able to explain to the non-economist:

- The fundamental economic problem of scarcity (and tradeoffs)
- The meaning of a market economy
- How markets allocate society's scarce resources
- What it means for markets to fail
- The role of government in finding solutions for market failure
- The role of government in macroeconomic stabilization and growth promotion
- The ethical and social justice dimensions of market and policy outcomes
- The relationship between assumption and interpretation within an economic context.

Course Logistics

- Your course lectures will be asynchronous meaning that, at any time during the week, you can access the lectures for the week.
- Your three concept quizzes will be synchronous within one 24 hour period. What this means is that you will have a single 30 to 45 window on a Friday to take each quiz.
- Your weekly discussion posts will be all due Sunday night of the week by 11:59 pm.
- In general, all material will be synchronous on a weekly basis meaning you cannot move ahead to the next week ahead of time.
- Feel free at any time to email me questions you may be having about the course content or setup.
- Each week's module will have a "What to do this week" checklist. If you complete that checklist, you know you are good to go for the week.

Grading

Quizzes (10 points each)	30%
Micro Paper	15%
Macro Country Analysis	15%
Discussion Assignments (4 points each)	40%

Grading Scale (percentage based)

A = 94-100	B- = 80-83	D+ = 67 - 69
A- = 90-93	C+ = 77-79	D = 64-66
B+ = 87-89	C = 74-76	D- = 60-63
B = 84-86	C- = 70-73	F = 0-59

Discussion Assignments:

There will be a requirement to post answers to weekly discussions. For discussion etiquette, please see the document titled, "Student Discussion Guide" located in the course's General Information Module. In general I grade these posts less on accuracy and more on effort. That said, I will grade down for consistently low quality work, copying peers' answers/thoughts, and/or any inappropriate posts (such as being disrespectful, inappropriate, etc). I will provide detailed instructions each week in terms of what specifically needs to be done for full credit.

Concept Quizzes:

The relatively more difficult concept quizzes will occur three times throughout the quarter. I will be posting multiple example problems; and if you do those, you should be fine for the quizzes. These are obviously open note but given you only have one relatively short time period to submit the quiz, I highly suggest preparing for them ahead of time as the minutes go by quickly if you are trying to learn on the fly. **You can take your quiz one time during a 24 hour window each week they are assigned.**

Micro Paper

The microeconomic portion of the course will conclude with a microeconomic analysis of a good or service of your choosing. Detailed requirements will be posted on Canvas early in the quarter.

Macro Country Analysis

You will extend your learning of the macroeconomics portion of the course with a written economic analysis of a country of your choosing. As with all assignments, details will be posted on Canvas early in the quarter.

Tentative Class Schedule as of 10/1/2020

Please note that the weekly topics and related reading material are subject to change as the class progresses. You will be alerted of any changes.

Week	Topic	Readings	Deliverable
Week 1: Sept 9-13	Intro to Economics & Supply/Demand	Ch 1, 2 (pp 37-39 only), & 3	Disc Assignment
Week 2: Sept 14-20	Supply/Demand & Price Controls	Ch 3, 4	Disc Assignment & Quiz 1
Week 3: Sept 21-27	Min Wage Application & Elasticity	Ch 5 (Elasticity only)	Discussion Assignment
Week 4: Sept 28-Oct 4	Beyond Supply Curve & Perfect Competition	Ch 6, 7	Discussion Assignment & Quiz 2
Week 5: Oct 5-Oct 11	Beyond Perf Comp	Ch 8 & 9	Discussion Assignment
Week 6: Oct 12-Oct 18	Welfare Econ	Ch 11 (optional), Colander	Discussion Assignment & Paper Due
Week 7: Oct 19-Oct 25	Macro intro & GDP	Ch 12, 13	Discussion Assignment & Paper Due
Week 8: Oct 26-Nov 1	Unemp/Infl	Ch 14	Disc Assign, Paper Due & Quiz 3
Week 9: Nov 2-Nov 8	Long Run Growth	Ch 15	Discussion Assignment
Week 10: Nov 9-Nov 15	Stabilization Policy	Ch 17, Ch 19	Disc Assignment & Country Analysis Due

General Academic Support Resources

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oiie@seattleu.edu; phone: 206.296.2824) University Resources and Policies

Support for remote learning

Remember to review the online tutorial that our Center for Digital Learning and Innovation has created to support your remote learning experience: <https://seattleu.instructure.com/courses/1563070>

Students and faculty have reported a more engaging class experience when using video on Zoom. We know not everyone has the ability to have their camera on all the time, for a variety of reasons. If you aren't able to do so, be sure to stay connected in other ways (in chat or vocally).

Borrow a Chromebook or an internet hotspot from the Library

If you are having difficulty with remote learning because your laptop is older or your internet access is patchy, the Library is currently loaning out Chromebooks and internet hotspots. You can submit a request at the following link: https://seattleu.qualtrics.com/jfe/form/SV_9Bjo8RxYefZVeJv

Library and Learning Commons

<http://www.seattleu.edu/learningcommons/>

Writing Center

Given that the University has moved to online classes, the Writing Center is offering online appointments through asynchronous and synchronous options. Please visit <https://www.seattleu.edu/writingcenter/online-consultations/> to learn more about the online consultations or schedule an appointment through <https://seattleu.mywconline.com>

Learning Assistance Programs

Learning Assistance Programs (LAP) provides peer tutoring, facilitated study groups, and learning strategy development through scheduled workshops and individual consultation sessions with a learning specialist. Given that the University has moved to online classes, LAP will only be offering services remotely. Please visit our website <https://www.seattleu.edu/learning-assistance/> or e-mail us at learningassistance@seattleu.edu for the most updated information about accessing services.

Research Services

Research help is available to students at any stage in the research process. Students can schedule a virtual consultation with our team of Research Services Librarians and Student Peer Research Consultants (SPRCs) to get help finding and assessing sources, learn database search skills, and develop research topics.

To learn more, or for assistance via chat/phone/email, check out our Get Research Help page (<https://www.seattleu.edu/library/get-research-help/>) or book a Virtual Consultation online (<https://www.seattleu.edu/library/consultation/>).

Math Lab

The Math Lab offers one-on-one tutoring to students enrolled in lower division mathematics courses. Please visit our website at <https://www.seattleu.edu/scieng/math/student-resources/math-lab/> for more information.

English-language learning center (ELLC)

The English Language Learning Center (ELLC) offers free tutoring for all SU students who are non-native speakers of English. Experienced ELLC tutors can help you improve your English language skills and better understand American culture. We can help with any type of assignment: written essays, online discussions, oral presentations, interview practice, etc. For the schedule or to book a session please visit <https://www.seattleu.edu/ellc/ellc-tutoring/>

Academic integrity tutorial

<https://www.seattleu.edu/academic-integrity/resources-for-students/>

Support for students with disabilities

Seattle University values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in learning experiences. For disability and other learning-related needs and accommodations that you have already arranged via Disability Services, please communicate with me during the first week of class through email or Zoom. Should concerns arise at any point in the quarter, please let me know as soon as possible.

If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, but have not yet arranged support services and/or accommodations, I encourage you to do so through Disability Services staff at DS@seattleu.edu or (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process. I am committed to working with you, so please do not hesitate to contact me.

Notice on Religious Accommodations

It is the policy of Seattle University to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of their academic course or program. Please see, Policy on Religious Accommodations for Students (<https://www.seattleu.edu/media/policies/Policy-on-Religious-Accommodations-for-Students---FINAL.PDF>).

University Mission

Seattle University is dedicated to educating the whole person, to professional formation, to empowering leaders for a just and humane world.