

ECON 210-1E
PRINCIPLES OF MICROECONOMICS
SUMMER TERM 2009 (1ST Session)
5:30 – 9:30 MW, Roush 426

Allen Prindle, PhD
Office: Roush Hall 412
Phone: 614-823-1481
AMPrindle@otterbein.edu
Home phone: 740-595-3678
Office Hours: 5:00 MW,
...by appointment, or by chance

Course Objectives: This course is designed to introduce students to economic decision-making at the firm-level, to familiarize students with economic terms and relationships, and to create an interest in current economic issues. It is a prerequisite to many ECON and BADM classes.

Text: McEachern, William A., *Microeconomics: A Contemporary Introduction*, South-Western / Thompson Corporation, Seventh Edition, 2006. An optional study guide is available at the bookstore.

Grading:

Final Exam	30%
Two Midterm Exams	60%
Other Assignments	10%

Tentative schedule for Midterm exams: Wed, June 24 and Mon, July 6 (tentative)
Comprehensive final exam at scheduled time period: Monday, July 13. Grades calculated and curved.

Copies of “old exams” are available from library online reserve: From Library Home page, go to: *Find Books and More*, then *Reserves: Course Name*, then enter ECON 210. (You’ll need Library ID Barcode #).

Attendance: Your attendance in class is not required. Since exams are based on lectures and textbook, attendance is likely to improve your class grade.

<u>MEETING</u>	<u>DATE</u>	<u>CHAPTER</u>	<u>TOPIC</u>
1 (M)	June 15	1, 2	Introduction
2 (W)	June 17	4	Supply and Demand
3 (M)	June 22	5	Elasticity
4 (W)	June 24	3, 6	Firms, Consumers
5 (M)	June 29	7	Costs of Production
6 (W)	July 1	8	Competition, Equilibrium
7 (M)	July 6	9, 10	Monopoly, etc.
8 (W)	July 8	19	International Trade
9 (M)	July 13	Final Exam	

NOTE: This class will adhere to the standards concerning plagiarism, cheating, and dishonesty of the Student Campus Life Handbook.

**ECONOMICS 210: Microeconomics
Assignment**

This assignment will make up ten (10) percent of your class grade. The intent of this assignment is for the student to become familiar with several economics or business-related periodicals and programs. Ideally the students would gain an interest in current economic issues and an awareness of sources of information.

Choose a current issue of the following publications. Current is defined as printed in the last 12 months. Review it for format, types of ads, reading difficulty. Read an economics-related feature article in the issue. During the term, turn in five written reports and make one oral presentation.

Four required reports: You are required to prepare a written report from each of the following. Use Library, not internet! (All publications are available at the Otterbein Library, 2nd floor)

1. *Business First of Columbus* (Ohio) (Newspaper)
2. *The Economist*
3. *Fortune*
4. *The Wall Street Journal* (Optional introduction at <http://info.wsj.com/college/guidedtour/>)

One additional report: You are required to prepare one written report from the following list. This may be from the library or from one of the Online Databases:

Periodical Title	Library – Periodicals Area	Factiva Database	Academic Search Premier Database
<i>Barron's</i>	X	sc=B	
<i>Business Week</i>	X	sc=BW	
<i>Challenge</i>	X		
Forbes	X	sc=FB	
<i>Harvard Business Review</i>	X		
<i>Inc. Magazine for Growing Co.</i>	X		X
<i>World Watch</i>	X		X
<i>Black Enterprise</i>		sc=BLE	X
<i>Wall Street Journal Asia</i>		sc=AWSJ	
<i>Women in Business</i>			X

A total of five written reports must be completed. You may not turn in more than one report from the same periodical. Your written report should include the following:

Your name, etc.

Periodical reference, **using MLA style** (see examples below)

Review of format, types of ads, reading difficulty, frequency of publication, newsstand price, subscription price

Abstract or Summary of article: What was it about? What conclusions or recommendations did the author make? ...This report should be in your own words; your own voice.

Include affiliation of author, if known.

Why did you choose this article? Would you read articles in this periodical again? Why?

Include your personal observations. I enjoy personal comments and original efforts.

ECONOMICS 210: Microeconomics Assignment (continued)

Deadlines for written reports: Students are encouraged to turn in reports early.

2 reports by Wed, June 24, 2 reports by Wed, July 1, and one report by Wed, July 8.

Turn in the article(s) with your report from an online Database. This process will allow you to gain access to online publications for business, economics, and many, other topics. Enjoy the access!

One Oral Report: Each student will also do an oral presentation related to your readings. This oral report should focus on the article, not the publication style. Instructor will schedule these reports, which will tentatively begin June 22 .

Factiva Access Process for one or two of the “Four Additional Reports.” The publications on this list are available on the internet using the following route:

- (a) Go to Otterbein Library Home Page
- (b) Choose Find Articles and More,
- (c) Choose Database by Title;
- (d) Choose F, then Factiva;
- (e) In the dialog box, type: *sc=your publication* (for example, “sc=FB” for Forbes), then Run Search
- (f) Choose the article you want to review for this assignment by clicking on the blue title;
- (g) Click on the name of the publication to learn about frequency of publication, etc;
- (h) Click on the “format for printing” icon (third of the four in the light gray toolbar) to re-format;
- (i) Print the article using the browser’s “Print” icon.

Academic Search Premier Process: same as Factiva through step c, then choose Academic Search Premier, then Publications (on the green toolbar), then enter the publication name in the dialog box called Browse Publication:

References: (These are samples, for format only. Refer to Writers Handbook.)

Schlender, Brent. “How Big Can Apple Get?” *Fortune* 21 Feb. 2005: 66+.

Crane, Agnes T. “Economists Join Blogging Frontier.” *The Wall Street Journal* 11 Aug. 2005: C3.

“*Nightly Business Report.*” Narr. Karen Gibbs. WOSU-TV, Columbus. 12 Sep. 2005.

Sesit, Michael R. “Energy Prices Are Set to Rattle Global Economy.” *The Wall Street Journal Asia*, 1 Sep. 2005: M1. Factiva. Otterbein College Library, OH. 11 Aug. 2006
<global.factiva.com/>.