NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE

COURSE: BUS | PREFIX NO. 105 | EFFECTIVE DATE January 2016 | NEXT REVIEW DATE August 2017

TITLE: BUSINESS ECONOMICS APPLICATIONS
CREDITS 3 | 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: Use of Internet

MATERIALS (specifying those to be purchased by student): None

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".

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 Assignments: Makeup assignments will be at the discretion of the instructor. This will require the student to give a valid reason for missing the assignment 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 Dean for Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Dean 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):
Handouts
Doc Camera for illustrations

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

TENTATIVE CLASS OUTLINE

The following is a tentative outline of topics to be covered.

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
12  Macroeconomic Equilibrium: Aggregate Demand/Supply
13  Fiscal Policy
14  Money and Banking
15  Monetary Policy

LEARNING OUTCOMES/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

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:

Economic News Media and Internet Reports...........70%
Class Participation........................................30%

GRADING SCALE:

90 - 100 = A
80 - 89 = B
70 - 79 = C
60 - 69 = D
0 - 59 = F