# Administrative Master Syllabus

## Cover Sheet

**Purpose:** The Administrative Master Syllabus provides a general course description, defines the required elements of the course, and establishes a faculty-driven foundation for course assessment to ensure continuous improvement in student learning, irrespective of the course timeframe, or mode of course delivery.

<table>
<thead>
<tr>
<th>Course Title:</th>
<th>Principles of Microeconomics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Prefix and Number:</td>
<td>ECON 2302</td>
</tr>
<tr>
<td>THECB Approval Number (10 digit):</td>
<td>4506015125</td>
</tr>
<tr>
<td>Department:</td>
<td>Economics</td>
</tr>
<tr>
<td>Division:</td>
<td>Social and Behavioral Sciences</td>
</tr>
<tr>
<td>Course Type: (check only one)</td>
<td>✓ Academic CBC Core Course</td>
</tr>
<tr>
<td>WECM Course (Special Topics or Unique Needs Course: Y or N)</td>
<td>N</td>
</tr>
<tr>
<td>Weekly Contact Hours (Lecture – Lab – External):</td>
<td>3 - 0 - 0</td>
</tr>
</tbody>
</table>

**Course Catalog Description:**

Analysis of the behavior of individual economic agents, including consumer behavior and demand, producer behavior and supply, price and output decisions by firms under various market structures, factor markets, market failures, and international trade.

**Prerequisites/Co-requisites:**

- Prerequisite: ECON 2301 Principles of Macroeconomics
- TSI Requirements: None

**Approval:** The contents of this document have been reviewed and are found to be accurate.

**Prepared by (Content Expert):** George E. Guidry

**Reviewed by Director or Coordinator:** Kelly Rea

**Approved by Dean of CTE or NAH or TGE:** Mark L. Secord

Digitally signed by George E. Guidry  
Date: 2022.10.28 11:22:22 -06'00'

Digitally signed by Kelly Rea  
Date: 2022.10.28 15:48:38 -05'00'

Digitally signed by Mark L. Secord  
Date: 2022.11.02 16:23:24 -05'00'

Revised 8/11/2021
Master Course Syllabus

Course Name: ECON 2302 Principles of Microeconomics

Course Description: Analysis of the behavior of individual economic agents, including consumer behavior and demand, producer behavior and supply, price and output decisions by firms under various market structures, factor markets, market failures, and international trade.

Semester Hour Credit: 3

Lecture Hrs. per Week/Lab Hrs. per Week/External Hrs. per Week: 3/0/0

Curriculum Capacity:

Face-to-Face Lab:
Online Lab:
Face-to-Face Lecture:
Online:
Virtual Face-to-Face:
Interactive video (multi-locations):
Hybrid:
Clinical:

Recommended enrollment threshold:

Face-to-Face Lab:
Online Lab:
Face-to-Face Lecture:
Online:
Virtual Face-to-Face:
Interactive video (multi-locations):
Hybrid:
Clinical:

Textbook and/or other major required readings:

Title: Microeconomics
Author: Karlan and Morduch
Publisher: McGraw-Hill
Edition: 3rd
ISBN: 978-1-260-52107-8
The Student Learning Outcomes for the course are the same regardless of modality or location.

Course Outcomes

(WECM or LDACGM)

1. Explain the role of scarcity, specialization, opportunity cost and cost/benefit analysis in economic decision-making.
2. Identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
3. Summarize the law of diminishing marginal utility; describe the process of utility maximization.
4. Calculate supply and demand elasticities, identify the determinants of price elasticity of demand and supply, and demonstrate the relationship between elasticity and total revenue.
5. Describe the production function and the Law of Diminishing Marginal Productivity; calculate and graph short-run and long-run costs of production.
6. Identify the four market structures by characteristics; calculate and graph the profit maximizing price and quantity in the output markets by use of marginal analysis.
7. Determine the profit maximizing price and quantity of resources in factor markets under perfect and imperfect competition by use of marginal analysis.
8. Describe governmental efforts to address market failure such as monopoly power, externalities, and public goods.

The following general education course competencies (TGE) or Marketable SCAN Skills (CTE/NAH) are addressed in this course: General education course competencies (TGE) or Marketable SCAN Skills (CTE/NAH) assessed are indicated with an asterisk *.

1. Critical Thinking: Students will demonstrate an ability to use creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
2. Empirical & Quantitative Skills: Students will display competence in the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.
3. Communication: Students will display effective development, interpretation and expression of ideas through written, oral and visual communication.
4. Social Responsibility: Students will demonstrate a knowledge of intercultural competence, a knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

The following program student learning outcome are assessed for this course:

1. Personal Awareness: Students will establish broad and multiple perspectives on the individual in relationship to the larger society and world in which he or she lives, and to understand the responsibilities of living in a culturally and ethnically diversified world.
2. Societal Awareness: Students will stimulate a capacity to discuss and reflect upon individual, political, economic, and social aspects of life in order to understand ways in which to be a responsible member of society.
3. Health & Wellness: Students will recognize the importance of maintaining health and wellness.
4. Ethics: Students will develop personal values for ethical behavior.
Evaluation Methods:

1. Homework - 20%
2. Exams - 60%
3. Essay - 20%

Course Grading: Please see individualized instructor policies for course evaluation methods. Students will be assessed on the same measure across each discipline as per CBC guidelines.

Major Course Assignments and/or exams counting for at least 10% of a final course grade:

1. Unit Exams - 20% each
2. Essay - 20%

Grade Scale:

A= 90-100
B= 80-89
C= 70-79
D= 60-60
F= 59 and below

Course Subject Matter Outline:

Subject Matter (in sequence):
1. Elasticity
2. Efficiency
3. Government Intervention
4. Consumer Behavior and Behavioral Economics
5. Costs of Production
6. Factors of Production
7. Perfect Competition
8. Monopoly
9. Monopolistic Competition and Oligopoly
10. International Trade
11. Externalities, Public Goods and Common Resources
12. Taxation and the Public Budget

Additional Course Requirements:

TSI: Reading
Class Attendance and Classroom Conduct Policies

Attendance Policy: Please see individualized instructor policies for attendance, which is pursuant to any related policy as outlined by the college handbook, financial aid agreements, or any other college related understanding (e.g., athletics, organizations).

Telephone Support: Toll Free: 866-722-2838 or Direct Line: 361-354-2508

I.T. Support Blackboard

http://coastalbend.edu/it/

IT Help Desk
1-361-354-2508
helpdesk@coastalbend.edu

Live Chat: Fall/Spring Hours: Monday - Thursday from 8 a.m. to 5 p.m. Summer Hours: Monday – Thursday from 7 a.m. to 6 p.m.

Tutoring Services: Coastal Bend College is committed to the academic success of all students enrolled at the college. A variety of services, including academic support, individual tutoring sessions, group tutoring sessions, and online tutoring, are available to students depending on the availability of tutors for the subject matter requested. All tutoring is provided at no cost to current CBC students who are currently enrolled at CBC. On-demand tutoring services are accessible 24 hours a day, seven days a week through the TutorMe platform, which may be accessed through your Blackboard account. To request a tutor, please complete the online tutor request form found at http://www.coastalbend.edu/tutoring/ to submit your request. If you have any questions about tutoring programs, you can contact tutoring@coastalbend.edu.

<table>
<thead>
<tr>
<th>Beeville</th>
<th>Alice</th>
<th>Kingsville</th>
<th>Pleasanton</th>
</tr>
</thead>
<tbody>
<tr>
<td>3800 Charco Road</td>
<td>704 Coyote Trail</td>
<td>1814 Brahma Blvd.</td>
<td>1411 Bensdale</td>
</tr>
<tr>
<td>Beeville, TX 78102</td>
<td>Alice, TX 78332</td>
<td>Kingsville, TX 78363</td>
<td>Pleasanton, TX 78064</td>
</tr>
<tr>
<td>1-866-722-2838</td>
<td>1-866-891-2981</td>
<td>1-866-262-1615</td>
<td>1-866-361-4222</td>
</tr>
</tbody>
</table>

Grady C. Hogue Learning Resource Center (Library): Located on the Beeville campus, the operation hours are Monday - Friday from 8:00 a.m. to 5:00 p.m.

Grady C. Hogue Learning Resource Center (Library): http://lrc.coastalbend.edu/about
Financial Aid: Resources are available for students for financial aid, work study, and veteran benefits. For additional information, visit our website at http://coastalbend.edu/finaid or contact us at 361-354-2238. Office hours: Monday - Friday from 8:00 a.m. to 5:00 p.m.

ADA Statement: No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the College District, or be subjected to discrimination by the College District. Nor shall the College District exclude or otherwise deny equal services, programs, or activities to an individual because of the known disability of an individual with whom the individual is known to have a relationship or association. 42 U.S.C. 12132; 28 CFR 35.130(g). See at: GA (Legal)

Students with Disabilities: Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will need to provide documentation to the Director of Accessibility Services so the most appropriate accommodations can be determined. Specialized services are available through the Office of Accessibility Services (OAS) (SSB 4.104, 471-6259). For more information, please email oas@coastalbend.edu.

Scholastic Dishonesty: Each student is charged with notice and knowledge of the contents and provisions of Coastal Bend College’s rules and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by Coastal Bend College Policies FLB (Local) and FM (Local). Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. See at: FLB (Local) and FM (Local).

Use of E-mail for Official Correspondence to Students: All students should be familiar with the college’s official email student notification policy. Students are expected to check their CBC email on a frequent and regular basis to stay current with college-related communications, recognizing that certain communications may be time-critical.

Copyright Law and Intellectual Property Rights Policy: Copyright is the right of an author, artist, composer or other creator of a work of authorship to control the use of his or her work by others. Protection extends to literary works, musical works, dramatic works, pantomimes and choreographic works, pictorial and graphic works, sculpture, motion pictures and other audiovisual works, sound recordings and architectural works. Generally speaking, a copyrighted work may not be reproduced by others without the copyright owner's permission. The public display or performance of copyrighted works is similarly restricted. Generally, the unauthorized reproduction, performance or distribution of a copyrighted work is copyright infringement and may subject the infringer to civil and criminal penalties. The Fair Use Doctrine outlines exceptions to this Law and is outlined in Coastal Bend College Policy, CT (Legal).

Coastal Bend College, its faculty, students and employees must comply with Copyright Law. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy CT (Legal) and CT (Local).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.
**Intellectual Property:** Student /Third Party Works: Rights to copyrightable or patentable works created by a student or a third party, that is, not a College District employee, shall reside with the author/creator. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT (Legal)](http://coastalbend.edu) and [CT (Local)](http://coastalbend.edu).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

**NOTE:** The College website ([http://coastalbend.edu](http://coastalbend.edu)) serves as the main source with the most current version of the Coastal Bend College Board Policies and the Coastal Bend College Catalog.

Student success is our number one priority at Coastal Bend College and we realize that prompt, effective communication (such as emails, assignment feedback, discussion boards and announcements) plays a significant role in achieving that goal. It is vitally important that you have the proper contact information for your instructor. This should include their phone number, email address, and if applicable, their office number, and office hours. **Faculty schedules can be located online at [http://coastalbend.edu/hb2504/](http://coastalbend.edu/hb2504/)**

If you have any problems contacting your instructor, or do not receive a prompt response to your inquiries, please contact the Dean or Division Coordinator/Program Director as soon as possible. Their contact information is provided below:

<table>
<thead>
<tr>
<th>Mark L. Secord, Dean</th>
<th>Kelly Rea, Division Coordinator Social and Behavioral Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer and General Education</td>
<td>361-354-2408</td>
</tr>
<tr>
<td>361-354-2408</td>
<td><a href="mailto:secordm@coastalbend.edu">secordm@coastalbend.edu</a></td>
</tr>
<tr>
<td>Kelly Rea, Division Coordinator Social and Behavioral Sciences</td>
<td>361-354-2401</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mkdrea@coastalbend.edu">mkdrea@coastalbend.edu</a></td>
</tr>
</tbody>
</table>

We wish you all the best in your education and encourage you to contact us if you have any questions or concerns.

Keeping student success in sight, faculty in each of the courses will review the course information, including specific reading schedules, assignments, and testing information, with students during the first week of class.

Additionally, the course information will be posted to Blackboard.

*This master syllabus is subject to change due to unforeseen circumstances.*