



MICROECONOMICS



BUSINESS STUDIES DEPARTMENT MISSION STATEMENT

Aligning with the Lakewood University mission, our innovative business programs will prepare learners to work as valuable managers and leaders in their respective workplaces, facilitating change for the benefit of the organization, its stakeholders, and society.

MCRE200 — Microeconomics, 3.0 hours

PROFESSOR

Dr. DeSouza is committed to providing outstanding service, academic based guidance, and thoughtful planning. She is a CERTIFIED FINANCIAL PLANNER™ and has been a Financial Advisor and wealth manager for over 10 years. She comes with a great deal of experience working with a variety of financial firms. Some noteworthy work includes published research and white paper on “Evaluating the Factors that Drive the U.S. Stock Market Crashes.”

Currently assigned to Robins Air Force Base – GA. Dr. DeSouza is most passionate about working with military members teaching, motivating, and guiding military members towards the objective of achieving stated financial outcomes.

Outside of work she enjoys attending musical events, social gatherings, and sharing quality time with her beautiful 22-year-old daughter.

CONTACT INFORMATION

E-mail: jdesouza@lakewood.edu
Cell Phone: 800-517-0857 X 735

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

McEachern, William A. ECON MICRO. 6th Edition. Cengage Learning US, 2023.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.
Course Requirement Summary

- Assignments - Total of 40 Points
- Weekly discussion forums-Total of 80 Points
- Midterm - 20 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 190. To determine the final grade, the student's earned points are divided by 190.

Your overall course grade will be determined according to the following scale:

- A = (90% -100%)
- B = (80% - 89%)
- C = (70% - 79%)
- D = (60% - 69%)
- F < (Below 60%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">The Art and Science of Economic AnalysisEconomic Tools and Economic SystemsEconomic Decision Makers	Study Course Syllabus Read Chapters 1, 2, 3 Review PowerPoints Participate in the Discussion Forum Complete Assignment 1	Assignment 1 upon completion of the lesson	Objective 1 Objective 2 Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
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Lesson #2	<ul style="list-style-type: none"> • Demand, Supply, and Markets • Elasticity of Demand and Supply • Consumer Choice and Demand 	<p>Read Chapters 4, 5, 6 Review PowerPoints Participate in 2 Discussion Forum</p>	Objective 5
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TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #3	<ul style="list-style-type: none"> • Production and Cost in the Firm • Perfect Competition • Monopoly 	<p>Read Chapters 7, 8, 9 Review PowerPoints Participate in the Discussion Forum Complete Assignment 2</p>	Assignment 2 upon completion of the lesson	Objective 1 Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #4	<ul style="list-style-type: none"> • Monopolistic Competition and Oligopoly • Resource Markets • Labor Markets and Labor Unions 	<p>Read Chapters 10, 11, 12 Review PowerPoints Complete Midterm</p>	Midterm upon completion of the lesson	Objective 3

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> • Capital, Interest, Entrepreneurship and Corporate Finance • Transaction Costs, Imperfect Information, and Behavioral Economics • Economic Regulation and Antitrust Policy 	<p>Read Chapters 13, 14, 15 Review PowerPoints Participate in 2 Discussion Forum</p>		Objective 1 Objective 3 Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> • Public Goods and Public Choice • Externalities and Environment • Income Distribution and Poverty 	<p>Read Chapters 16, 17, 18 Review PowerPoints Participate in the Discussion Forum Complete Assignment 3</p>	Assignment 3 upon completion of the lesson	Objective 7 Objective 8

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> • International Trade • International Finance • Economic Development 	<p>Read Chapters 19, 20, 21 Review PowerPoints Participate in the Discussion Forum Complete Assignment 4</p>	Assignment 4 upon completion of the lesson	Objective 9

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #8		<p>Review the PowerPoint Complete the Final Exam Request the Next Course Course Evaluation THANKS FOR A GREAT CLASS</p>	Final exam upon completion of the lesson

DESCRIPTION

This course introduces Microeconomics as the study of individual economic behavior and examines how the choices people make affect larger markets. The course describes the many forces that influence market activity. Areas covered include market systems, pricing, resource markets, market failure and public policy, and the course briefly touches on international economics.

Program Objectives

1. Explain the concept of opportunity cost
2. Explain the basics of utility analysis
3. Explain monopoly
4. Identify examples of resource demand and supply in daily life
5. Define public goods
6. Define externalities
7. Describe the role of foreign aid in economic development

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