

Bulletin Preview

[ES] **ECON 212. Principles of Microeconomics** (3 cr)
Prereq: Sophomore standing.
Required for College of Business Administration major and for Arts and Sciences economics major.
Credit towards degree cannot be earned in both ECON 210 and in ECON 211 and/or 212.

Continuation of an introduction to economic methods with emphasis on analysis and evaluation of markets. Includes demand, supply, elasticity, production costs, consumption utility, monopoly, competition, monopolistic competition, oligopoly, allocative and technical efficiency, and income distribution. Analysis applied to resource markets, unions, antitrust laws, agriculture, international trade, and to other economic problems and policies.

This course was proposed and certified for two outcomes (6 and 8).

This response describes what students will learn.

Note that this response explains how students work ties to the outcome.

ACE Certification

In its review of requests for ACE certification, the Interim ACE committee (eventually the UCC ACE subcommittee) will use such criteria as:

- Does the course clearly address the Learning Outcome(s) identified?
- Does the course provide students with opportunities to develop the knowledge/skills necessary for successful achievement of the Learning Outcome(s)?
- Does the course provide students with opportunities to demonstrate achievement of the Learning Outcome(s)?
- Does the course reinforce at least one of the following as appropriate for the discipline and as identified by the department offering the course: Writing, Oral Communication, Visual Literacy, Historical Perspectives, Mathematics and Statistics, Critical Thinking, Teamwork, Problem Solving, Ethics, Civics, Social Responsibility, Global Awareness, or Human Diversity?
- Have the hosting department/unit and the instructor(s) agreed to follow through with their responsibilities as outlined in the ACE Course Certification Request Form?

Students select which one outcome they will receive ACE credit for. Faculty should indicate which one or two ACE Learning Outcome(s) are satisfied by the course.

SLO6. Use knowledge, theories, methods, and historical perspectives appropriate to the social sciences to understand and evaluate human behavior.

Describe opportunities students should have to learn the outcome. How is the learning objective embedded in the course?

The purpose of this course is to provide a specific way of thinking about the economic decisions made by individuals, firms, organizations, and governments. That is, the course develops principles of microeconomics. This course is taught in multiple sections with different class sizes (day and evening classes), by a combination of faculty, adjunct faculty, and graduate teaching assistants. As such, diversity of pedagogical methods is to be expected. Regardless of pedagogical method, the course achieves SLO #6 by demonstrating how economists formulate and test hypotheses - using empirical observation of human behavior - related to production, consumption, and exchange. The course uses knowledge, theories, and methods of economics (which may involve historical perspectives, where deemed appropriate) to understand and evaluate human behavior.

Describe student work that will be used to assess student achievement of the outcome and explain how the students demonstrate the knowledge and skills specified by the outcome.

This course is taught in multiple sections with different class sizes (day and evening classes), by a combination of faculty, adjunct faculty, and graduate teaching assistants. Student understanding of human behavior in markets, and ability to evaluate market outcomes by applying economic concepts, is typically assessed through

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a variety of instruments, such as examination and quiz questions, written homework assignments, or other graded exercises made by instructors.

As part of the ACE certification process, the department/unit agrees to collect and assess a reasonable sample of students' work and provide reflections on students' achievement of the Learning Outcomes for its respective ACE-certified courses. Please comment on your plans to develop a process to collect and evaluate student work over time for the purpose of assessing student success for this ACE outcome.

This response explains how the department will collect data **and** what it plans to do with the data it collects.

This course is taught in multiple sections (day and evening classes), by a combination of faculty, adjunct faculty, and graduate student teaching assistants. For purposes of assessment, the department commits to collecting and analyzing a reasonable sample of student work, across levels of accomplishment. This course is already subject to the College's established assessment process (for accreditation), which includes knowledge of values, ethics, and other contemporary issues. To the extent possible, the ACE assessment process will supplement the College's ongoing assessment program.

SLO8: Explain ethical principles, civics, and stewardship, and their importance to society.

Describe opportunities students should have to learn the outcome. How is the learning objective embedded in the course?

The purpose of this course is to provide a specific way of thinking about the economic decisions made by individuals, firms, organizations, and governments. That is, the course develops principles of microeconomics. This course is taught in multiple sections with different class sizes (day and evening classes), by a combination of faculty, adjunct faculty, and graduate teaching assistants. As such, diversity of pedagogical methods is to be expected. Regardless of pedagogical method, the course achieves SLO #8 through analysis of markets as social institutions (civics, stewardship) that are based on property rights (civics, ethical principles) and that resolve conflicts among buyers and sellers, producers and consumers, and employers and employees (ethical principles, stewardship).

Describe student work that will be used to assess student achievement of the outcome and explain how the students demonstrate the knowledge and skills specified by the outcome.

This course is taught in multiple sections with different class sizes (day and evening classes), by a combination of faculty, adjunct faculty, and graduate teaching assistants. Ability to analyze markets as institutions (including market imperfections) and to evaluate policies by applying economic concepts is assessed through a variety of instruments, such as examination and quiz questions, written homework assignments, or other graded exercises made by instructors.

As part of the ACE certification process, the department/unit agrees to collect and assess a reasonable sample of students' work and provide reflections on students' achievement of the Learning Outcomes for its respective ACE-certified courses. Please comment on your plans to develop a process to collect and evaluate student work over time for the purpose of assessing student success for this ACE outcome.

This course is taught in multiple sections (day and evening classes), by a combination of faculty, adjunct faculty, and graduate student teaching assistants. For purposes of assessment, the department commits to collecting and analyzing a reasonable sample of student work, across levels of accomplishment. This course is already subject to the College's established assessment process (for accreditation), which includes knowledge of values, ethics, and other contemporary issues. To the extent possible, the ACE assessment process will supplement the College's ongoing assessment program.

What Outcome(s) or skill(s) will be reinforced in this course?

According to the ACE document approved by faculty (Structural Criteria, item 9), "Every ACE course will reinforce at least one of the following skills listed below as appropriate for the discipline and as identified by the department offering the course..." Indicate skills that will be reinforced by the course by clicking on as many as apply and describe briefly how those skills will be reinforced.

These areas are those *OTHER THAN* the one or two outcomes for which you seek ACE certification. Students will not receive ACE credit for the reinforced skills, and the reinforced skills do not need to be assessed for ACE purposes.

Critical Thinking

Describe briefly how this skill will be reinforced.

Critical thinking is reinforced through frequent application of principles of microeconomics to analyze issues related to behavior of individual consumers and to firms, to analyze market outcomes and the effects of various government policies.

Supportive Material

Syllabus (Required)

[ECON 212.Representative.Syllabus.Revised.pdf](#)

Attach a copy of the sample syllabus that clearly identifies:

- The Learning Outcome(s) that are satisfied by the course.
- A brief description of the opportunities this course provides students to acquire the knowledge or skills necessary to achieve the Learning Outcome(s)
- A brief description of the graded assignments that the instructor(s) uses to assess the students' achievement of the Outcome(s).

Cross-list Memo (Required if applicable)

If the course proposed for ACE certification is cross-listed, include a letter of support from the chair/head of each cross-listed unit.

Additional Documentation (Optional)