



# Coastal Bend COLLEGE

## 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.

Course Title: Principles of Microeconomics

Course Prefix and Number: ECON 2302

THECB Approval Number (10 digit): 4506015125

Department: Economics Division: Social and Behavioral Scien

Course Type: (check only one)

- Academic General Education Course (From ACGM but not a CBC Core Course)
- Academic CBC Core Course
- WECM Course (Special Topics or Unique Needs Course: Y  or N  )

Weekly Contact Hours (Lecture – Lab – External): 3 - 0 - 0

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:

Pre-requisite: 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 Digitally signed by George E. Guidry  
Date: 2023.04.18 13:24:58 -05'00'

Reviewed by Director or Coordinator: Kelly Rea Digitally signed by Kelly Rea  
Date: 2023.04.18 11:31:17 -05'00'

Approved by Dean of CTE or NAH or TGE: Mark L. Secord Digitally signed by Mark L. Secord  
Date: 2023.04.19 15:23:19 -05'00'



# Coastal Bend COLLEGE

## 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: Improve Your World; Connect w/e-book, Proctorio Plus, and Inclusive Access  
**Author:** Karlan and Morduch  
**Publisher:** McGraw-Hill  
**Edition:** 3rd

ISBN: inclusive access

**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
2. Empirical & Quantitative Skills

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

1. Personal Awareness
2. Societal Awareness
3. Health & Wellness
4. Ethics

**Evaluation Methods:**

1. Weekly Quizzes
2. Exams- 60% objective (multiple-choice, true/false, etc.) 40% subjective (short answer/essay)
3. Essay- Essay over a topics relevant to the Program Student Learning Outcomes for Economics

Note: Proctorio Plus may be used to monitor some or all of the assignments and exams in this course.

**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
2. Essay

Note: Proctorio Plus may be used to monitor some or all of these assignments and/or exams in this course.

**Grade Scale:**

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

**Course Subject Matter Outline:**

Subject Matter:  
Elasticity  
Efficiency  
Government Intervention  
Consumer Behavior and Behavioral Economics  
Costs of Production  
Factors of Production  
Perfect Competition  
Monopoly  
Monopolistic Competition and Oligopoly  
International Trade  
Externalities, Public Goods and Common Resources  
Taxation and the Public Budget

**Additional Course Requirements:**

There are currently no additional course requirements.

**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](mailto: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](mailto:tutoring@coastalbend.edu).

Beeville	Alice	Kingsville	Pleasanton
3800 Charco Road Beeville, TX 78102 1-866-722-2838	704 Coyote Trail Alice, TX 78332 1-866-891-2981	1814 Brahma Blvd. Kingsville, TX 78363 1-866-262-1615	1411 Bensdale Pleasanton, TX 78064 1-866-361-4222

**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.

(Summer semesters will observe the CBC campus operation hours) For locations and hours of the CBC library in Alice, Kingsville, and Pleasanton sites please visit the library web page link below.

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:** Any student would like to request class accommodations, please complete the online request form by logging onto [www.coastalbend.edu/disabilityservices/](http://www.coastalbend.edu/disabilityservices/). Students who wish to request accommodations should submit documentation that: establishes a disability, details the current functional impact of that disability, confirms the need for each accommodation requested, establishes a direct link between the underlying disability and the requested accommodation. For more information, please contact the Office of Disability Services at [disabilityservices@coastalbend.edu](mailto:disabilityservices@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](mailto:library@coastalbend.edu) or the Office of Marketing and Public Relations at: [socialmedia@coastalbend.edu](mailto: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 \(Legal\)](#) and [CT \(Local\)](#).

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

**NOTE:** The College website (<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/>** 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:

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