

**ECONOMIC FOUNDATIONS FOR WORK-BASED EDUCATION**  
**EMKT 4100/6100**

The University of Georgia  
Marketing Education

**COURSE DESCRIPTION:** Economic principles and concepts of free-market economies in work-based education programs, with emphasis on instructional approaches.

<b>INSTRUCTOR:</b>	Dr. Elaine Adams	Work Phone	(706) 542-4204
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**MATERIALS:**

1. *Text* - Schiller, B.R. (1999). Essentials of Economics (3<sup>rd</sup> ed.). United States: Irwin/McGraw-Hill.
2. *Notebook/Portfolio* – Three-ring loose leaf notebook is suggested.

**GENERAL COURSE OBJECTIVES:**

1. Develop personal traits that are desirable in business and society.
2. Demonstrate effective communication skills.
3. Recognize the importance of teamwork to goal achievement.
4. Develop good work and study habits.
5. Demonstrate regular commitment to quality work.
6. Develop pride in a job well done.
7. Develop a critical attitude in judging one's own work.
8. Make regular and meaningful contributions to the class.
9. Develop an understanding and appreciation of his/her chosen career.
10. Develop ideals of cooperation, courtesy, dependability, loyalty, self-reliance, and responsibility.

**SPECIFIC COURSE OBJECTIVES:**

1. Provide an introduction to basic building blocks of economics and operation of markets.
2. Describe the structure and institutions of the U.S. economy.
3. Outline market behavior and the intricacies of the market mechanism.
4. Explain consumer behavior and consumer consumption patterns.
5. Illustrate how production costs influences product supply.
6. Examine characteristics of competitive markets.
7. Discuss market functions associated with monopoly firms.
8. Explore government's role in the market economy.
9. Evaluate issues associated with business cycles.
10. Consider the role of money in the economic system.
11. Provide an introduction to international trade and its effect on the economy.
12. Discuss economic goods, services, and resources.
13. Characterize economic activities and utilities.
14. Discuss pricing and its impact on economic development.
15. Examine possible economic systems.
16. Interpret the relationship between government and business.
17. Describe the concept of private enterprise.
18. Evaluate the importance of profit in a free enterprise system.
19. Illustrate and discuss varying types of risks.
20. Talk about the significance of economic productivity.

## **COURSE APPROACH:**

Classes will be a combination of discussion, various exercises (conducted both inside and outside of the classroom), and lectures. Your class participation is **APPRECIATED** and **EXPECTED**.

## **COURSE ASSIGNMENTS:**

All assignments **MUST** be turned in by the stated due date. **NO** assignments will be accepted late. A grade of **ZERO** will be issued for failure to turn in assigned work.

1. **Attendance/Participation** – It is essential that you attend class and participate in class discussions and activities on a regular basis. There are **NO** excused absences! Each class session will be worth 20 points each for a total of 300 points. Extra credit articles may be completed (up to 50 points) to make up for points lost due to missed classes.
2. **Portfolio** – Each student is strongly encouraged to compile a teaching portfolio including at least four major sections: 1) chapter notes 2) chapter tests; 3) internet homework assignments; and 4) economic lesson plans. **This will not be graded.**
3. **Tests** – There will be 7 take-home tests given during the semester (Chapters 1-7). Tests will be worth 50 points each for a total of 350 points. Tests will consist of objective-type questions. Tests are available on WebCT. There will not be a test given for Chapter 10. Students may use their notes and books when completing take-home tests. **However, students may NOT work with each other.** Tests will be completed and turned in on a weekly basis. Please refer to the course timetable.
4. **Internet Homework Assignments** – A variety of internet-based assignments relating to the chapters in the text (Chapters 1-7, no internet assignment will be made for Chapter 10) will be completed. Internet assignments are available on WebCT. Internet assignments are due the week following the chapter. These will be worth 50 points each for a total of 350 points. **Internet assignments must be typed, providing questions presented and answers!** Please refer to the course timetable.
5. **Economic Teaching Plan and Demonstration** – Students will be placed into groups and provided an economic topic that they will prepare and teach to the class. Specific instructions related to this **MAJOR ASSIGNMENT** will be discussed in great detail later in the semester. It is essential that lessons be professionally developed and delivered. The lesson plan and teaching demonstration will be worth 200 points (100 points = lesson plan development and supporting materials; 100 points = teaching demonstration). **Each group must provide Dr. Adams with a hard copy of all materials presented. The groups also must provide Dr. Adams with a disk containing all files used in the development of the lesson so that these can be posted to the course web site.**
6. **Comprehensive Final Exam** – Students will be required to complete a comprehensive final exam. The exam will consist of objective type questions and will be closed book and notes. The exam will be worth a total of 200 points.
7. **Graduate Students** – Students taking this course for graduate credit will be expected to complete an economic case study that will be provided by Dr. Adams. Identified questions must be evaluated and answered. The graduate case study will be worth 100 points. **Case studies will need to be typed including questions and answers! Case studies will be due no later than Tuesday, December 12, 2000.**
8. **Extra Credit** – Any student taking this course may earn up to **50 points extra credit**. To earn extra credit points you must read and review **articles** relating to economic topics. The format that is to be used when conducting article reviews is provided at the end of this syllabus and available on WebCT. You may obtain **UP TO 5** points for each **ACCEPTABLE** article review submitted for evaluation. Articles must be turned in with reviews. No newspaper articles will be deemed appropriate. **Extra credit article reviews must be typed! All article reviews must be turned in by Wednesday, November 15, 2000.**

## COURSE EVALUATION:

Several components will be used to assess your individual progress in this course. Your final course grade will be determined by dividing your total points earned by the total points possible. A grading sheet has been provided for your convenience.

**\*\*\*All assignments must be completed to receive a grade of A in the course.**

**\*\*\*Any student missing 4 or more classes will earn a grade F.**

Attendance/Participation	300 points	(15 X 20)
Tests	350 points	(7 X 50)
Internet Assignments	350 points	(7 X 50)
Teaching Assignment	200 points	
Comprehensive Final Exam	200 points	
Graduate Students Case Study	100 points	

Total Points Possible: Undergraduate Students =	1400 points
Graduate Students =	1500 points

Grade Calculation:  $\text{Total points earned} / \text{Total points possible}$

Grade Distribution:

A = 90% -100%	C = 70% - 79	F = below 60%
B = 80% - 89%	D = 60% -69	

Undergraduate Point Distribution:

A = 1400 – 1260	C = 1119 – 980	F = 839 or below
B = 1259 – 1120	D = 979 – 840	

Graduate Point Distribution

A = 1500 – 1350	C = 1199 – 1050	F = 899 or below
B = 1349 – 1200	D = 1049 – 900	

***\* The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.***

***\* University Honor Code and Academic Honesty Policy***

***All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.***

***\* The University of Georgia is committed to full inclusion of all students. Students who, by nature of a documented disability, require academic accommodations should contact the professor during office hours. Students may also speak with Disability Services at 542-8719 to discuss the process for requesting accommodations.***

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Course Timetable

Session 1	August 23	Course Introduction
Session 2	August 30	Chapter 1: The Challenge of Economics
Session 3	September 6	Chapter 2: The U.S. Economy DUE: Chapter 1 – Test and Internet assignment
Session 4	September 13	Chapter 3: Supply and Demand DUE: Chapter 2 – Test and Internet assignment
Session 5	September 20	Chapter 4: Consumer Demand DUE: Chapter 3 – Test and Internet assignment
Session 6	September 27	Chapter 5: Supply Decisions DUE: Chapter 4 – Test and Internet assignment
Session 7	October 4	Lesson Planning DUE: Chapter 5 – Test and Internet assignment
Session 8	October 11	Chapter 6: Competition
Session 9	October 18	Chapter 7: Monopoly DUE: Chapter 6 – Test and Internet assignment
Session 10	October 25	Chapter 10: The Business Cycle DUE: Chapter 7 – Test and Internet assignment
Session 11	November 1	Teaching Demonstrations Group #1: _____ Group #2: _____ Group #3: _____
Session 12	November 8	Teaching Demonstrations Group #4: _____ Group #5: _____ Group #6: _____
Session 13	November 15	Group #7: _____ Group #8: _____ Group #9: _____
<b>November 22</b>		<b>THANKSGIVING BREAK!!!</b>
Session 14	November 29	Teaching Demonstrations Group #10: _____ Group #11: _____ Group #12: _____
<b>Session 15</b>	<b>December 6</b>	<b>FINAL EXAM</b>

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**GRADING SHEET**

Name: \_\_\_\_\_ S#: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (h) \_\_\_\_\_ (w) \_\_\_\_\_ E-Mail: \_\_\_\_\_

**PARTICIPATION:**

Session # 1	20	_____	Session # 9	20	_____
Session # 2	20	_____	Session #10	20	_____
Session # 3	20	_____	Session #12	20	_____
Session # 4	20	_____	Session #13	20	_____
Session # 5	20	_____	Session #14	20	_____
Session # 6	20	_____	Session #15	20	_____
Session # 7	20	_____			
Session # 8	20	_____			

**TESTS:**

Test #1	50	_____	Test #5	50	_____
Test #2	50	_____	Test #6	50	_____
Test #3	50	_____	Test #7	50	_____
Test #4	50	_____			

**INTERNET ASSIGNMENTS:**

Internet #1	50	_____	Internet #5	50	_____
Internet #2	50	_____	Internet #6	50	_____
Internet #3	50	_____	Internet #7	50	_____
Internet #4	50	_____			

**EXTRA CREDIT ARTICLE REVIEWS (Maximum 50 points)**

Review # 1	5	_____	Review # 6	5	_____
Review # 2	5	_____	Review # 7	5	_____
Review # 3	5	_____	Review # 8	5	_____
Review # 4	5	_____	Review # 9	5	_____
Review # 5	5	_____	Review #10	5	_____

**ECONOMIC TEACHING PLAN & DEMONSTRATION**

Lesson Plan Development	100	_____
Teaching Demonstration	100	_____
<b>GRADUATE CASE STUDY</b>	<b>100</b>	<b>_____</b>

Total points earned: \_\_\_\_\_ = GRADE \_\_\_\_\_

ARTICLE REVIEW # \_\_\_\_\_

Title:

Author:

Publication Info (Journal/Magazine, date, page #'s):

1. List the major concepts presented in the article (1 - ?)
2. What did you learn that you did not know before?
3. What is your personal evaluation of the information presented in the article?
4. How can you use the information provided in the article?