Division: Agribusiness Management Systems  
Course: Microeconomics - Online  
Course Number: ECN 1203  
Semester: Fall 2020  

Instructor: Mary Rittenhouse  
Office: Ag Hall #35A  
Email: mrittenhouse2@unl.edu  
Phone: 308.367.5275  

Virtual Office Hours: T/Th 1 – 2:15 p.m.  
Other times by appointment  
While virtual office hours are provided when students can expect me to be in the office, students are welcome and encouraged to email/phone me with their questions and concerns when they arise. Every effort will be made to answer messages within 24 hours during the week unless otherwise notified. Over the weekend, or when not on campus, every effort will be made to respond within 48 hours. In addition, each Chapter will have a Discussion Board thread for questions/concerns relevant to that chapter to share with the class.

AGRIBUSINESS MANAGEMENT SYSTEMS MISSION  
The Agribusiness Management Systems major supports the college mission by striving to develop students into competent citizens through general education and promoting involvement, innovation, and individuality in the agribusiness industry.

ECN 1203 PRINCIPLES OF MICROECONOMICS meets the following Agribusiness Management Systems Program Outcomes:
- Demonstration of computer skills
- Apply economic information to real world situations
- Think critically and demonstrate problem-solving skills

ECN 1203 PRINCIPLES OF MICROECONOMICS supports the following General Education Outcomes:
- Written communication
- Quantitative literacy
- Problem solving
- Critical thinking

STUDENT LEARNING OUTCOMES  
At the completion of this course you will be able to:
1. Explain the role of scarcity, opportunity cost and the cost/benefit analysis in economic decision-making.  
2. Identify and describe basic principles of demand, supply, and market equilibrium.  
3. Explain the relationship between elasticity and total revenue.  
4. Identify the four market structures by characteristics.  
5. Identify and illustrate short-run and long-run costs of production  
7. Relate how determinants of demand and supply affect prices.
COURSE DESCRIPTION
Analysis and evaluation of markets. Demand, supply, elasticity, production costs, consumption utility, monopoly, competition, monopolistic competition, oligopoly, allocative and technical efficiency, and income distribution Resource markets, unions, agriculture, international trade, and other economic problems and policies.

COURSE PREREQUISITE
None

TEXTBOOK
Principles of Microeconomics, Hawkes Learning ; Kesey Gamel, Lead Editor

Technology Requirements for this course
The following tools will be used for this course. (Web site for downloads linked):

- Canvas: http://ncta.unl.edu/canvas
- Hawkes Learning: http://learn.hawkeslearning.com
  - A student quick start guide is provided for you on home page of Canvas
- Internet Access: preferably high speed
- Microsoft Office: Word and Excel
- Firefox, Chrome servers preferred
  - https://www.google.com/chrome/
- Adobe Reader
  - https://get.adobe.com/reader/
- Adobe Flash Player
  - https://get.adobe.com/flashplayer/
- Respondus Lockdown
  - Respondus Lockdown: https://go.unl.edu/downloadrespondus
- Skills
  - Ability to use a learning management system (LMS)
  - Use emails with attachment
  - Create and submit files in Microsoft Word and Excel (Make sure you are able to access these as google docs have compatibility issues.
  - Create and submit files in the required LMS

COURSE TOPIC OUTLINE
- Welcome to Economics
- Choice in a World of Scarcity
- Demand and Supply
- Elasticity
- Consumer Choices
- Production, Costs, and Industry Structure
- Perfect Competition
- Monopoly
- Monopolistic Competition and Oligopoly
- Market Failures: Negative and Positive Externalities
ASSESSMENT
Academic assessment is the process for ongoing improvement of student learning and success. The assessment program at NCTA has four specific interrelated purposes:
1. To improve student learning
2. To improve teaching strategies
3. To document successes and identify opportunities for improvement
4. To provide evidence for institutional effectiveness

Criteria for Assessment (Course Calendar with Due Dates at end of Syllabus):
- **Hawkes Learning Site Certification Assignments, (46.08% of total grade):** Each lesson is broken into subsections. Each subsection has an assignment that is designed to test the understanding. Each certification is valued at 10 points each.
  - Penalty for late submissions:
    - 3% penalty for up to one day late
    - 4% penalty for up to two days late
    - 5% penalty for up to three days late
    - 10% penalty for more than three days late
- **Course Project – What Affects Prices (14.7% of total grade):** Students will complete a project applying the material to real-world events. Instructions and guidelines will be provided on the front page of Canvas.
- **Course Project – Presentation (9.8% of total grade):** The final component of this project is a power point presentation of the findings.
- **Tests (29.41% of total grade):** Three exams will be given.
  - *Respondus Lockdown* will be required for students taking this test remotely. This program is not compatible with Chromebook so students will need to plan accordingly. For more information and to download the program go to the following site: [https://go.unl.edu/downloadrespondus](https://go.unl.edu/downloadrespondus)

### Course Breakdown

<table>
<thead>
<tr>
<th></th>
<th>Total Points</th>
<th>Percent of Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawkes Learning Site Certification Assignments</td>
<td>470</td>
<td>46.08%</td>
</tr>
<tr>
<td>Course Project – What Affects Prices</td>
<td>150</td>
<td>14.71</td>
</tr>
<tr>
<td>Course Project - Presentation</td>
<td>100</td>
<td>9.80</td>
</tr>
<tr>
<td>Tests</td>
<td>300</td>
<td>29.41</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1020</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

### Grading Scale
NCTA maintains a uniform grading scale which is provided below.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>100.0-100.0</td>
<td>4.0</td>
</tr>
<tr>
<td>A</td>
<td>90.0-99.9</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>86.7-90.0</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>83.3 – 86.7</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>80.0-83.3</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>76.3-80.0</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>73.3-76.3</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>70.0-73.3</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>66.7-70.0</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>63.3-66.7</td>
<td>1.33</td>
</tr>
<tr>
<td>D</td>
<td>60.0-63.3</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>00.0-60.0</td>
<td>0.00</td>
</tr>
</tbody>
</table>

* Grades are not rounded up and a grading scale is not used. What you earn is what you receive.
* Decimals are removed when the final grade is assigned. For example, 89.8% is recorded as 89%. So, yes, a 59.99% is an F.
The majority of grades will be posted on your gradebook in Canvas. However, the Canvas gradebook is not the official gradebook for this course. You will need to keep track of your activities and grades and calculate your grade from this. You are always welcome to visit with me concerning your current grade.

ACADEMIC DISHONESTY POLICY
You are encouraged to work together on work assigned in this course. However, unless specifically identified that you can hand in one submission for your group, what you submit are expected to be in your own words. Rule of thumb: *if I can tell at a glance whom you worked with, then you have gone beyond the bounds of acceptable collaboration.* Students whose submissions are identical, or nearly identical, will be award an undroppable negative grade for the first time. For example, if the assignment is work 20 points you will receive a grade of minus 20. This grade cannot be considered your low grade to drop. Any subsequent violations will be considered a violation of the NCTA Plagiarism Policy.

As defined by the NCTA Plagiarism Policy there will be a “zero-tolerance” standard for plagiarism. Students are expected to have read the NCTA Student Code of Conduct and Plagiarism Policy and be familiar with the definition and consequences of engaging in plagiarism. This policy can be accessed at: [http://ncta.unl.edu/documents/Faculty_Staff_Resources/NCTA%20plagiarism%20policy%206.29.2016%20FINAL.pdf](http://ncta.unl.edu/documents/Faculty_Staff_Resources/NCTA%20plagiarism%20policy%206.29.2016%20FINAL.pdf)

BEING ENGAGED WITH THE COURSE
Remote: It will be the student’s responsibility to monitor the calendar of assignments found on the home page of Canvas. A Discussion Board for each chapter will be made available for questions or concerns students may have. Post it there. If one student has a question/concern there is a good chance that others are with you on it. Post it!!

IDENTITY VERIFICATION
*Respondus Lockdown* will be required for tests. This program is not compatible with Chromebook so students will need to plan accordingly. For more information and to download the program go to the following site: [https://go.unl.edu/downloadrespondus](https://go.unl.edu/downloadrespondus)

COMMUNICATIONS
Every effort will be made to answer messages within 24 hours during the week unless otherwise notified. Over the weekend, or when not on campus, every effort will be made to respond within 48 hours. In addition, each Chapter will have a Discussion Board thread for questions/concerns relevant to that chapter to share with the class.

An important skill necessary in today’s labor force is the ability to communicate orally and in a written format. This includes E-mail etiquette. A signature block is not required, however, a name identifying the sender is. Also, there must be information in the subject line summarizing the content of the message. If emails are received without information in the subject line or your name the email will be deposited into a file for unreadable emails and you will not receive a reply.

Typically, you should receive a reply from me within 48 hours during the week. Do not expect a reply from me over the weekend. If you do not, email me again, or let me know that you sent me a message. It is not uncommon for students’ emails to go to my “spam” file.
Do not expect responses on FB messenger unless I give you specific permission.

**DISABILITY**
Students with disabilities are encouraged to contact Kevin Martin, ADA/504 Compliance Officer, 308-367-5217, Education Center Room 113E, for a confidential discussion of their individual needs for academic accommodation. It is the policy of the Nebraska College of Technical Agriculture to provide individualized accommodations to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements.

**TITLE IX**
Title IX is a Federal civil rights law that prohibits discrimination on the basis of sex or gender in all programs and activities. The Nebraska College of Technical Agriculture will not discriminate on grounds of race, color, sex, national origin, or any other factor prohibited by law in providing any educational or other benefits or services. For more information or to report a Title IX incident, please contact Jennifer McConville, Title IX Coordinator, 308-367-5259, Ag Hall Room 25.