




MEMORANDUM

FINAL FACULTY SENATE APPROVAL ON MARCH 10, 2015

TO: Faculty Senate

FROM: Jack Kirby 

DATE: January 28, 2015

SUBJECT: Curriculum Proposal #14-15-14

School of Business; Microeconomics

I recommend approval of the attached Curriculum Proposal #14-15-14. This proposal requests to change the name of course BSBA 2212: Economics Principles and Problems II to BSBA 2212: Principles of Microeconomics.


C: Dr. Christina Lavorata
Dr. Richard Harvey
Dr. Timothy Oxley
Dr. Amy Godfrey
Ms. Leslie Lovett
Ms. Cheri Varkonda





MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby 

DATE: November 12, 2014

SUBJECT: Curriculum Proposal #14-15-14

School of Business; Microeconomics

I recommend approval of the attached Curriculum Proposal #14-15-14. This proposal requests to change the name of course BSBA 2212: Economics Principles and Problems II to BSBA 2212: Principles of Microeconomics.

C: Dr. Christina Lavorata
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Ms. Evie Brantmayer
Ms. Cheri Varkonda



CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: 14-15-14

School/Department/Program: School of Business

Preparer/Contact Person: Dr. Amy Godfrey

Telephone Extension: 304-367-3680

Date Originally Submitted: _____

**Revision (Indicate date and label it
Revision #1, #2, etc.):** _____

Implementation Date Requested: Fall 2015

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

The purpose of this proposal is to change the course title of BSBA 2212: Economics Principles and Problems II to BSBA 2212: Principles of Microeconomics.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II-V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

N/A

Total hours deleted. 0

- B. Addition of course(s) or credit(s) from program(s)

N/A

Total hours added. 0

- C. Provision for interchangeable use of course(s) with program(s) NA

N/A

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog. NA

N/A

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

Current Title, Description and Prerequisites:

BSBA 2212 S-FSU Economic Principles and Problems II 3 hrs.
This course is devoted to microeconomics. It follows the analysis of the firm and the decisions made by the managers of the firm, and includes the analysis of demand and supply and price and output determination. It is also concerned with the important problems in the field of economics: monopoly, agriculture, international trade, labor, economic development and similar issues. PR: BSBA 2211

Proposed Title, Description and Prerequisites:

BSBA 2212 S-FSU **Principles of Microeconomics** 3 hrs.
This course is devoted to microeconomics. It follows the analysis of the firm and the decisions made by the managers of the firm, and includes the analysis of demand and supply and price and output determination. It is also concerned with the important problems in the field of economics: monopoly, agriculture, international trade, labor, economic development and similar issues. PR: BSBA 2211

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

BSBA 2212 Principles of Microeconomics
Ownership: Fairmont State University

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

Course Description is provided in Section E above.

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

See Appendix I

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

See Appendix I

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

This proposal will not have an effect on any program or course requirements other than changes in course title.

III. **RATIONALE FOR THE PROPOSAL.**

A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

N/A

B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

The proposed change in course title for BSBA 2212 is motivated by the following:

- **To fully describe the topic the course covers. The current title of the course, Economic Principles and Problems II, does not effectively explain that the course covers topics related to microeconomics.**
- **To provide clarification for transfer students in and out of Fairmont State University. Many schools including West Virginia University (ECON 201. Principles of Microeconomics), Marshall University (ECON 252 Principles of Microeconomics), Glenville State College (ECON 201 Principles of Microeconomics), and West Virginia Wesleyan (ECON 120. Principles of Microeconomics) offer a course comparable to Fairmont State University's BSBA 2212 course with a title that indicates the topic covered is Microeconomics. Note higher education institutions do not always offer Microeconomics as the second introductory course in economics but instead offer Macroeconomics as the second course. A title change in BSBA 2212 will provide clarification.**

IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
None		

V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

N/A

VI. **ADDITIONAL COMMENTS.**

Appendix I: Course Outcomes and Assessment Methods

Appendix I:
BSBA 2212 Principles of Microeconomics Course Outcomes and Assessment Measures

Objective: _____ **Assessment Measure:**

Recognize how demand and supply determine price and quantity in a market and identify the effects of changes in demand and supply

Test Questions

Identify, explain the factors that influence, and calculate the price elasticity of demand, price elasticity of supply, cross elasticity of demand, and the income elasticity of demand

Test Questions

Recall the marginal utility theory and use it to derive a consumer's demand curve

Test Questions, Homework Assignments

Explain how economists measure a firm's cost of production and productivity in the short run and in the long run

Test Questions

Identify the characteristics of the four primary market structures: perfect competition, monopolistic competition, oligopoly, and pure monopoly

Test Questions

Identify how the firm determines its level of output and its profit/loss under the four primary market structures

Test Questions

Identify how labor wages are determined in the case of competition, monopoly, and labor union

Test Questions

Examples of Assessment Tools:

Outcome: Explain how economists measure a firm's cost of production and productivity in the short run and in the long run

3) If a firm wants to cut its costs through more efficient production, we should assume that the firm is trying to:

- a. fire its employees.
- b. increase its profits.
- c. eliminate its competition.
- d. buy back its stock.
- e. gain control over its market.

ANS: B

4. In economics, we assume that firms make decisions in order to:

- a. maximize profit.
- b. minimize revenues.
- c. evade taxes.
- d. lobby officials.
- e. protect the environment.

ANS: A

6. A firm's decisions are ultimately oriented toward:
- a. minimizing the number of employees it hires.
 - b. maximizing profit.
 - c. maximizing production.
 - d. increasing total revenue.
 - e. negotiating better deals with suppliers.

ANS: B

63. Which of the following can we learn by looking at a firm's short-run costs?
- a. the profit-maximizing level of output
 - b. whether the firm will experience economies of scale
 - c. the optimal number of employees to hire
 - d. whether the firm is earning economic profit
 - e. the cost-minimizing level of output

ANS: E

64. Which of the following costs is fixed in the short run?
- a. wages
 - b. utilities
 - c. capital
 - d. raw materials
 - e. office supplies

ANS: C

104. Which of the following is an example of a long-run cost for a manufacturing firm?
- a. the purchase of additional raw materials
 - b. hiring more employees
 - c. an increase in the size of its factory
 - d. paying higher tax rates
 - e. increasing the size of its management team

ANS: C

Outcome: Identify the characteristics of the four primary market structures: perfect competition; monopolistic competition; oligopoly; and, pure monopoly

6. Which of the following lists the three main characteristics of a competitive market?
- a. many buyers and sellers, similar products, easy entry into the market
 - b. many buyers and few sellers, similar products, easy entry into the market
 - c. many buyers and sellers, differentiated products, easy entry into the market
 - d. many buyers and sellers, similar products, barriers to entry into the market
 - e. many buyers and few sellers, unique products, barriers to entry into the market

ANS: A

7. Two conditions allow a single seller to become a monopolist. Those two conditions are that the firm must:
- a. have something unique to sell and it must be able to estimate its demand curve.
 - b. have something unique to sell and it must have a way to prevent potential competitors from entering the market.
 - c. be able to estimate its demand curve and it must have a way to prevent potential competitors from entering the market.
 - d. be able to segregate its consumers and it must have a way to prevent potential competitors from entering the market.
 - e. have something unique to sell and it must be able to segregate its consumers.

ANS: B

8. Both monopolies and competitive firms:
- a. are price-takers.
 - b. are price-makers.
 - c. face barriers to entry.
 - d. make long-run economic profits.

e. try to maximize profits.

ANS: E

9. A monopolistically competitive market is characterized by:

- a. many small sellers selling a differentiated product.
- b. a single seller of a unique product that has few or no substitutes.
- c. very high barriers to entry.
- d. many small sellers selling an identical product.
- e. a few firms producing either differentiated or identical products.

ANS: A

10. Like a pure monopoly, an oligopoly is characterized by:

- a. free entry and exit in the long run.
- b. free entry and exit in the short run.
- c. significant barriers to entry.
- d. all firms in the market producing the socially efficient level of output in the long run.
- e. a single firm selling a product with no close substitutes.

ANS: C