



## Essentials of Economics for Business

BSAD490

Southwestern College Professional Studies

### COURSE SYLLABUS

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#### I. Course Catalog Description

This course provides the foundation of economic Understanding that business leaders need in managerial decision-making. Learners will gain a comprehensive overview of economic theory and analysis, using both qualitative and quantitative tools and techniques. Topics will illustrate the application of economic thinking to a wide variety of practical situations.

#### II. Required and Supplementary Instructional Materials

Dransfield, R. (2014). *Business economics*. New York, NY: Routledge.

#### III. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Explain the concepts of economics, microeconomics, and macroeconomics in relation to organizational performance and decision-making.
2. Identify economic markets, and describe how they function and how they are impacted by supply and demand.
3. Assess how social, cultural, political, and economic factors affect global and domestic economic and organizational performance.
4. Describe the business cycle and how it can impact organizational performance.
5. Apply economic theories and concepts to organizational analysis and decision-making activities.
6. Apply ethical, legal, and socially responsible principles to economic analyses and decision-making.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

#### IV. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

#### V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	6	240	24%
Journals	6	240	24%
Applied Learning Papers	5	300	30%
Final Project	1	220	22%
<b>Total Points</b>		<b>1000</b>	<b>100%</b>

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> <li>Participate in the Introductions discussion</li> <li>Read <i>Business Economics</i>, Chapters 1-3</li> <li>Participate in the Collaborate Session</li> </ul>	<ul style="list-style-type: none"> <li>Unit 1 Discussion</li> <li>Unit 1 Journal</li> <li>Unit 1 Applied Learning Paper</li> </ul>
2	<ul style="list-style-type: none"> <li>Read <i>Business Economics</i>, Chapters 4-6</li> </ul>	<ul style="list-style-type: none"> <li>Unit 2 Discussion</li> <li>Unit 2 Journal</li> <li>Unit 2 Applied Learning Paper</li> </ul>
3	<ul style="list-style-type: none"> <li>Read <i>Business Economics</i>, Chapters 7-9</li> </ul>	<ul style="list-style-type: none"> <li>Unit 3 Discussion</li> <li>Unit 3 Journal</li> <li>Unit 3 Applied Learning Paper</li> </ul>
4	<ul style="list-style-type: none"> <li>Read <i>Business Economics</i>, Chapters 10-12</li> </ul>	<ul style="list-style-type: none"> <li>Unit 4 Discussion</li> <li>Unit 4 Journal</li> <li>Unit 4 Applied Learning Paper</li> </ul>
5	<ul style="list-style-type: none"> <li>Read <i>Business Economics</i>, Chapters 13-15</li> <li>View Economics and Ethics: The Triple Bottom Line and Conscious Capitalism</li> </ul>	<ul style="list-style-type: none"> <li>Unit 5 Discussion</li> <li>Unit 5 Journal</li> <li>Unit 5 Applied Learning Paper</li> </ul>
6	<ul style="list-style-type: none"> <li>Read <i>Business Economics</i>, Chapters 16-17</li> <li>Participate in the Collaborate Session</li> </ul>	<ul style="list-style-type: none"> <li>Unit 6 Discussion</li> <li>Unit 6 Journal</li> <li>Unit 6 Applied Learning Paper</li> </ul>

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.