

Principles of Macroeconomics



ECON 201-01 CRN 10435

MWF 8:00 – 8:50 TCFE 315

FALL 2017

Marcia S. Snyder

College of Charleston
School of Business
5 Liberty Street,
Tate Center
Room 313

Phone:

843-953-4818

Email:

snyderm@cofc.edu

Office Hours:

MWF 10:00 – noon

And

By Appointment



"It is better to look ahead and prepare than to look back and regret."

Jackie Joyner-Kersey, Olympic gold medalist

About This Course

Pre-requisite:

ECON 200 – Principles of Microeconomics and 3 credit hours of math

ECON 200 and ECON 201 are pre-requisite knowledge for MKTG 302 and FINC 303 and many upper level business courses.

I will share with you my knowledge and love of economics, my passion for learning, along with guidance for your success.

You will share with me your active participation in class, your personal preparation of all assignments, and an indication of your knowledge gained through your efforts when asked.

Course Description:

The foundation of aggregate economic analysis is presented, including identification of basic social goals, money, credit systems and theories of national income, employment and economic growth, how economic stability and growth are influenced by fiscal and monetary policy and international interdependence.

Course Objectives

"(The) economy is the method by which we prepare today to afford the improvements of tomorrow"

Calvin Coolidge, 30th
President of the United States 1872- 1933

The pre-requisite knowledge learned in ECON 201 is necessary for successful completion of many of the upper level courses offered in the School of Business such as finance, marketing and production. Knowledge of macroeconomics also provides an understanding of the economic perspective and to reason accurately and objectively about policy alternatives impacting our daily lives.

Course Objective:

Students demonstrate factual knowledge of the macroeconomy and develop critical thinking and analytical skills through understanding macroeconomic models and concepts.

The School of Business learning goals

-QUANTITATIVE FLUENCY:
Students demonstrate competency in logical reasoning and data analysis skills.

-GLOBAL AND CIVIC RESPONSIBILITY:

Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students

integrate knowledge and skills in addressing these issues.

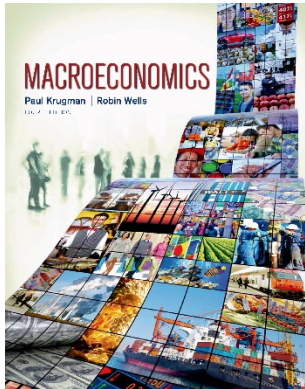
Demonstration of achievement will be through completion of weekly homework assignments, in class exercises and on term and final exams.

College of Charleston General Education Student Learning Outcome:

Students apply social science concepts, models, and theories to explain human behavior, social interactions, and social institutions.

This learning outcome will be assessed using a short essay homework assignment.

Required Course Materials- Text/homework



SaplingLearning Technical Problems:

During sign up - and throughout the term - if you have any technical problems or grading issues, send an email explaining the issue to

support@saplinglearning.com

The Sapling support team is almost always more able (and faster) to resolve issues than your instructor.



"Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource."

John F. Kennedy, special message to Congress on Education, 20 February 1961

SaplingLearning e-text (*Macroeconomics*, 4th edition, Paul Krugman and Robin Wells, Worth Publishers, New York)

Purchase online from <http://saplinglearning.com> for \$90.00 (includes e-textbook), \$40.00 (without e-textbook) or you may purchase an access card from the bookstore.

If you already have a Sapling Learning account, log in then find your course in the list (you may need to expand the subject and term categories) and click the link.

Select a payment option and follow the remaining instructions.

New Students click on "Register here". Supply the requested information and click "Create my new account". Check your email (and spam filter) for a message from Sapling Learning and click on the link provided in that email.

Find your course in the list (you may need to expand the subject and term categories) and click the link.

Select a payment option and follow the remaining instructions.

If you have a Facebook account, you can use it to quickly create a Sapling Learning account.

Click the blue button with the Facebook symbol on it (just to the left of the username field). The forms will auto-fill with information from your Facebook account (you may need to log into Facebook in the popup window first).

Choose a password and time zone, accept the site policy agreement, and click "Create my new account". Find your course in the list (you may need to expand the subject and term categories) and click the link.

Select a payment option and follow the remaining instructions.

Required Course Materials – Iclicker+ or REEF Polling Subscription

I will be using a cloud-based student response software by iClicker in class this semester. This will help me understand what you know, give everyone a chance to participate in class, and allow you to review the material after class.

Please go to www.iclicker.com to open a Reef Student account so I can transfer grades from your student account to my gradebook. Please note: you MUST enter your student ID as part of your Reef Student registration. While the website says this is optional, you must enter it for your grades to be counted. After opening your account you will need to search for our school and my course, then add the course to your course list within the site.

I will be allowing you to use either your phone/computer to participate or an iClicker remote. If you choose to use an iClicker remote, you will

need to register your remote ID within your Reef Student account so that your responses via remote are linked to your Reef Student account.

If you choose to use your phone or computer to participate in polls, you will need to purchase a Reef subscription. For questions regarding Reef subscriptions, please see the FAQ's at the end of the syllabus or visit the [iClicker support website](#).

Purchasing a Reef subscription is optional if you are using an iClicker remote.

Troubleshooting
You can find the answers to many of your questions on the i>clicker [student support](#) site (<http://support.iclicker.com>).

Additional set-up directions may be found at the end of the syllabus.

We will begin using iClicker/REEF polling on Wednesday, August 30th. This application will be used most class periods so be sure to log in or bring your iclicker to class every day. If you forget your iclicker you will miss the points for that day.

ADDITIONAL COURSE MATERIALS

PowerPoint lecture slides, homework assignments, and additional articles, videos, and podcasts are located on the Sapling Learning website.

Academic Integrity

Students at the College of Charleston are expected to adhere to the *Honor System* as outlined in the *Student Handbook*.

<http://studentaffairs.cofc.edu/honor-system/studenthandbook/documents-pdfs/handbook.pdf>

In the business school you learn about the legal environment of business and about ethical situations that are found in the workplace. You should consider the *Honor Code* not only as mandates for academic honesty, but as a first lesson in appropriate conduct in the workplace.

Specifically *“The Honor System of the College of Charleston”* is intended to promote and protect an atmosphere of trust and fairness in the classroom and in the conduct of daily life.

Any violation of the Codes will result in severe consequences.

Please read carefully and follow the “Classroom Code of Conduct,” in the *College of Charleston Student Handbook*.

Attendance is required and will be assessed through sign-in on an attendance sheet each class period.

Class participation is required and will be assessed through the in-class REEF polling exercises.

I consider logging into a fellow student’s REEF polling account to answer in-class exercises or signing a fellow student’s name to the attendance sheet to be cheating and a violation of the *College of Charleston Honor Code*.

If you have votes in a class that you did not attend, or signed in for a class you did not attend you will forfeit all points and may face additional disciplinary action.



“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible.”

Dwight D. Eisenhower, 34th President of the United States, 1890-1969

Grading Scale and Procedures

The following point scale will be used for the course:

Percent of total points

- A = 93-100
- A- = 90-92
- B+ = 87-89
- B = 83-86
- B- = 80-82
- C+ = 77-79
- C = 73-76
- C- = 70-72
- D+ = 67-69
- D = 63-66
- D- = 60-62
- F < 60

Class Participation (iclicker+ or REEF polling)

15%

Homework

15%

3 Term Tests**

45%

Comprehensive Final

25%

100%

- **Highest test score = 20%
- 2nd highest test score = 15%
- Lowest test score = 10%
- 45%

Absences in excess of 6 classes will result in a grade of WA – withdrawal for excessive absences- which correlates to a grade of “F” in GPA calculations. Official College of Charleston sanctioned activities receive my full support and will be addressed on a case by case basis with regards to this policy.

You are responsible for the material whether you are in class or not. Much of the material presented in class will not be in your book. Attendance will be taken using the REEF polling in class exercises and sign-in sheets.

REEF polling exercises will be used every day in class, and you are responsible for being ready to participate when the exercises begin. If you are absent or do not log in on time you lose the points for that questions/day.

REEF Polling Scoring: One point is awarded for attempting the question, two points are awarded for answering the question correctly and a five point bonus for the session is awarded if all of the questions for the day have been attempted.

HOMEWORK ASSIGNMENTS: Reading assignments should be completed before the lecture covering that assignment.

Homework assignments are **due every Sunday evening by 11:45 pm and may be completed early. Please make sure to designate enough time to complete the assignment before the deadline to avoid being locked out of the assignment.**

You have an unlimited number of attempts to complete the Sapling homework assignment; however, there is a 5% deduction in the points awarded for the individual problem for each successive attempt. The homework problems provide substantial feedback for mistakes so that you can understand why the mistake was made and correctly complete the problem.

Please make sure you allow enough time to complete the homework before the due date/time.

TEST FORMAT: All term exams and the final will be multiple choice formats.

Students are expected to **arrive on time for exams.**

Calculators may be needed to complete math questions. Programmable calculators are not acceptable and calculator covers must be left in book bag or under seat. NO cell phones, MP3's, I-Pods, etc. are allowed.

The Honor Code is in effect at all times.

“There are no secrets to success. It is the result of preparation, hard work and learning from failure.”

Colin Powell

Accessibility and Disability Statement



“To feel much for others and little for ourselves; to restrain our selfishness and exercise our benevolent affections, constitute the perfection of human nature.”

Adam Smith, the Father of Economics 1723-1790

Students in the class, who have a documented disability and have been approved to receive accommodations through the Center for Disability Services / SNAP, please come and discuss this with me during my office hours.

You may make arrangements to take the test with me or at the SNAP testing center. I

must have all relevant paperwork for testing at the SNAP test center at least 1 week in advance of the test.

Sometimes life events intrude on our day to day lives. Your success is important to me. My door is always open and I am a good listener. When life events intrude keeping you from meeting course

requirements please come see me to discuss a solution.

EMAIL Policy: I always answer emails. If you do not receive an answer within 24 hours during weekdays I did not receive your email. I rarely check email after 8 pm during the week and only check email sporadically during weekends. Please plan accordingly.

Center for Student Learning

I encourage you to utilize the Center for Student Learning's (CSL) academic support services for assistance in study strategies and course content. Faculty-recommended, highly trained ECON tutors are on staff and are available to work with you at no additional cost. Drop by the front desk at the CSL (first floor Addlestone Library), call

843.953.5635, or use the **Request a Tutor** link from the website http://csl.cofc.edu/labs/individual_tutoring/index.php. For more information regarding these services please visit the CSL website at <http://csl.cofc.edu>.

If you are having particular difficulty with any of the material in this course:

-DO come and see me immediately, either during office hours or by making an appointment. Please read the appropriate sections of the textbook and review your notes BEFORE the appointment.

-Please DO NOT let it build up. The material is cumulative and you will likely find yourself falling further behind.

Late Assignments and Make-up Exams

Deadlines are a fact of life in the business world as well as in academia. Late assignments will not be accepted.

This syllabus indicates the tentative dates for exams and exams will be announced in class. The only exception is for College of Charleston sanctioned activities, and the student must bring me a

request from the appropriate College official. Any other special circumstances will be dealt with on a case by case basis.

Please see me if you have any questions regarding this policy.

Student Engagement - Extra Credit Policy

Students who are actively engaged in their educational experiences, in both academic and professional settings, are better prepared for their professional, societal and personal lives after graduation. In an effort to encourage you to attend speaker events on campus and in the School of Business, **you may earn up to ten (10) extra credit points** to be added to your lowest term test points by attending the event and submitting an email to me using the following guidelines:

Each extra credit opportunity is worth 1 point.

To receive credit, please send a business memo via email to snyder@cofc.edu with extra credit: *speaker's name or lecture topic* in the subject line.

In the body of the email (NO ATTACHMENTS) write **one to two paragraphs** answering each of the following questions:

- 1) What did you learn? (If you think you did not learn anything – explain why.)
- 2) Was this a good use of your time? Explain.

Paragraphs should be grammatically correct with no spelling errors. Please make sure you have the speaker's name and if pertinent, biographic information correct. Details of the speaker's topic which are relevant to what you learned should be included in the paragraph.

Business memos should be to the point. Please avoid long, rambling and run on sentences. As your audience, I should be able to understand the message you

learned from the presentation as well as if I attended the event.

Emails should be sent within **one week** of attending the event. I will always send a confirmation that I received your email. If you do not receive a confirmation – I did not receive your email. Please check the email address and resend.

If you enjoyed the speaker, please let him/her know. This can be accomplished by introducing yourself after the event or by sending a thank you note (I will find addresses if needed). These events are opportunities to network and build a foundation of contacts that may be able to help you in a job search or future career opportunity.

Enjoy!



“Education Is the most powerful weapon which you can use to change the world”

Nelson Mandela,
1918- 2013

•DISCLAIMER: Although the Professor intends to follow this syllabus as closely as possible, there may be times when deviations from the material presented herein are necessary. Such examples might include (but are not limited to) natural disasters or major changes in the foundations of macroeconomic theory.

Connect Event & Dean’s Student Forum

You may find events on the School of Business Student Calendar – **CONNECT EVENT** located on the School's website at <http://sb.cofc.edu/studentse rvices/index.php>

Check out the **Dean’s Student Forum**

<http://sb.cofc.edu/studentse rvices/club-roster/dsf/index.php>

or



The Dean’s Student Forum [Facebook Page](#) for the latest SB Updates!

**Principles of Macroeconomics ECON 201 FALL 2017
TENTATIVE SCHEDULE OF ASSIGNMENTS AND EXAMS**

Sapling Learning homework assignments are due on Sundays at 11:45 pm. Schedule is on <http://saplinglearning.com>

	DATE	CHAPTER (S)	TOPICS COVERED
AUG	23	Introduction	Syllabus and Sapling Learning
	25	CH 6	Macroeconomics: The Big Picture
	28	CH 6, CH 5	Macroeconomics and Trade
	30	CH 7	Measuring the Macroeconomy, GDP
SEP	1	CH 7	GDP calculations, Real GDP, Nominal GDP
	4	CH 7	GDP, Price Index calculations
	6	CH 7	GDP, Price Index calculations
	8	CH 8	Unemployment
	11	CH 8	Unemployment
	13	CH 8	Inflation, Deflation
	15	CH 8, CH 16	Inflation, Disinflation, Deflation (no Phillips Curve)
	18	CH 9	Long-run Economic Growth
	20	CH 9	Long-run Economic Growth
	22	CH 10	Saving and Investment Spending
	25	Test #1	CH 5/6, 7, 8, 9
	27	CH 10	Saving, Investment Spending and the Financial System
	29	CH 10	Saving, Investment Spending and the Financial System
OCT	2	CH 10	Saving, Investment Spending and the Financial System
	4	CH 11	The Multiplier (no Keynesian Cross Graphs just tables)
	6	CH 11	Income and Expenditure
	9	CH 11	Income and Expenditure
	11	CH 12	Aggregate Demand and Aggregate Supply
	13	CH 12	Aggregate Demand and Aggregate Supply
	16	FALL BREAK NO CLASS	
	18	CH 12	Aggregate Demand and Aggregate Supply
	20	CH 13	Fiscal Policy
	23	CH 13	Fiscal Policy
	25	TEST #2	CH 10, 11, 12
	26	LAST DAY TO WITHDRAW	
	27	CH 13	Fiscal Policy
	30	CH 13	Fiscal Policy
NOV	1	CH 13, CH 14	Deficits and Debt** and Money
	3	CH 14	Money- Money- Money- Money
	6	CH 14	Money & Banking
	8	CH 14, CH 15	The Federal Reserve
	10	CH 15	Monetary Policy
	13	CH 15	Monetary Policy
	15	CH 19	Capital Flows and the Balance of Payments, Exchange Rates
	17	CH 19	Exchange Rates
	20	CH 19, CH 17	Crises and Consequences
	23-26	Thanksgiving Break No class	
	27	CH 17	Crises and Consequences,
	29	Test #3	CH 13, 14, 15, 19
DEC	1	CH 17	Crises and Consequences,
	4	Last day of Class Review for Final Gen Ed Essay due	General Education Assessment Essay due by 8:00 am on Sapling
REVIEW SESSIONS FOR FINAL Places and Times to be Determined.			
Wednesday, December 6th	COMPREHENSIVE FINAL EXAM for 8:00 – 8:50 class Noon – 3:00 PM		CH 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 17, 19

CONCEPTS OF LASTING VALUE

- 1. RELATIVE SCARCITY**
Make the most of what you've got
- 2. OPPORTUNITY COST**
There is no such thing as a free lunch
- 3. REAL VERSUS NOMINAL VALUES**
Concentrate on what is real, not just what is easy to see or DEEP LEARNING versus diplomas
- 4. MODELS & ABSTRACT THINKING**
It may be simplistic and unrealistic, but it's extremely useful
- 5. SUPPLY & DEMAND ANALYSIS**
Teach a parrot the words 'supply and demand' and you've got an economist!
- 6. EQUILIBRIUM**
Where does the pendulum stop?
- 7. KEYNESIAN MACROECONOMICS**
I know the economy is in equilibrium because the unemployment line I'm standing in isn't getting any longer or shorter.
- 8. RULES VERSUS DISCRETION IN ECONOMIC POLICY**
Hell is paved with good intentions versus Nero fiddles while Rome burns
- 9. MUTUAL GAINS FROM TRADE**
Maybe there is a free lunch
- 10. INVESTMENT IS THE KEY TO GROWTH**
No pain, no gain. You are investing in your human capital.

**"You can't build a reputation
on what you are going to do."**



Henry Ford

Recommended Reading List

Phishing for Phools: The Economics of Manipulation and Deception, George A. Akerlof and Robert J. Shiller
Darwin Economics, Robert Frank
The Economic Naturalist's Field Guide, Robert H. Frank
The Spirit Level, Richard Wilkinson and Kate Pickett
The Price of Inequality, Joseph E. Stiglitz
The Ascent of Money, Niall Ferguson
The Cheating Culture, David Callahan
The Skeptical Economist, Jonathan Aldred
Predictably Irrational, Dan Ariely
The Upside of Irrationality, Dan Ariely
The (Honest) Truth About Dishonesty, Dan Ariely
Freakonomics, Steven D. Levitt and Stephen Dubner
The World Is Flat 3.0, Thomas Friedman
Hot, Flat and Crowded, Thomas Friedman
Something New Under the Sun, J.R. McNeil
The Tipping Point, Malcolm Gladwell

Blink, Malcolm Gladwell
A Failure of Capitalism, Richard A. Posner
The Return of Depression Economics, Paul Krugman
Moonwalking With Einstein, Joshua Foer
The Big Short, Michael Lewis
Boomerang: Travels in the New Third World, Michael Lewis
13 Bankers, Simon Johnson and James Kwak
The Naked Economist: Undressing the Dismal Science, Charles Wheelan
After the Music Stopped, Alan S. Blinder
What Money Can't Buy: The Moral Limits of Markets, Michael J. Sandel
Genghis Khan and the Making of the Modern World, Jack Weatherford

Getting Started with iClicker Reef

What do I need if I want to participate in class with...

	Laptop or smart device	iClicker remote	Reef app	Reef account	Reef subscription
My own smart device	●		●	●	●
An iClicker remote		●		●	<i>optional</i>
An iClicker remote and my own smart device	●	●	●	●	●

NOTE: Be sure to know what devices your instructor allows before making any purchases.

How do I get started?

- 1 Go to app.reef-education.com OR download the mobile app from the App Store or Google Play.
- 2 **If you're new,** create a free Reef account.
If you've used Reef before, sign in, and skip ahead to step #5.
- 3 If you plan to use an iClicker remote in any of your classes, register the iClicker remote ID in the Profile section of the Reef app menu.
- 4 Using the Add a Course button, find your university and instructor to add your course to the Courses list.
- 5 You're ready to join when class is in session! In class, you can join from the web, Reef mobile app, or with an iClicker remote.

Need more help?
Visit iclicker.com/studentsupport or contact us at support@iclicker.com.

IClicker FAQ's for Registration/Reef Setup

How do student response systems by iClicker work?

Instructors can use software by iClicker to take attendance and run polls and quizzing sessions in class. You can participate in class using iClicker remotes or the Reef Student application on your smartphone, tablet, or laptop. Make sure you follow your instructor's directions for getting set up for his or her class.

If I buy Reef do I still need an iCicker remote to vote?

If your instructor allows use of laptops or smartphones and you purchase a Reef subscription, you will not need to purchase an iClicker remote.

Where do I register my iClicker remote?

If your instructor is using iClicker Cloud (iClicker's cloud-based software), you should log into your Reef account and select the Menu icon in the bottom right corner, and select your Profile. There, you will select Register Remotes and be prompted to add your iClicker remote ID, which is: the 8-character code found on the sticker on the remote.

Can I open more than one Reef Student account in order to use the 2-week trial multiple times?

No, there is no way to combine scores from different Reef Student accounts. In order to participate using your computer or smart device and earn points for an entire semester, you will need to purchase a Reef subscription.

Do I need to buy the subscription?

You only need to pay for a Reef subscription if you plan to use your laptop or smartphone/tablet to participate in class polls. If you will only be using an iClicker remote, you do not have to purchase the subscription.

It says my subscription ended, what do I do now?

There is no cost to open or maintain a Reef Student account. You do, however, need to pay for a Reef subscription if you plan to use your laptop or smart device to participate in class polling and quizzing sessions. You can purchase a Reef subscription by visiting iclicker.com and logging into your Reef Student account, then follow the prompts, or you can purchase a subscription through the App Store or Google Play. The campus bookstore may also sell Reef subscription codes or you may have received one if you purchased an iClicker remote. You can enter those codes by logging into your Reef Student account, clicking the Menu icon, and choosing Enter Access Code.

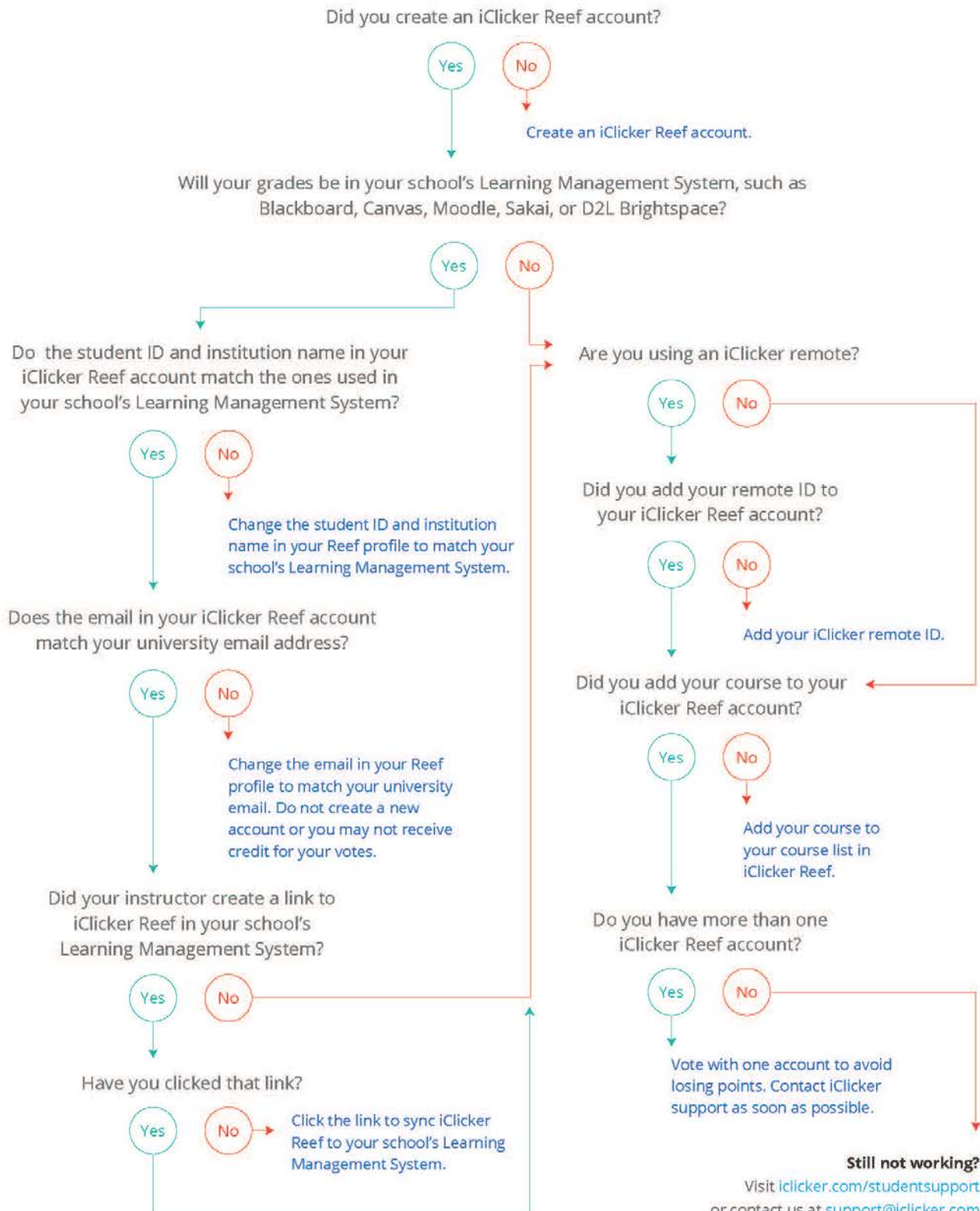
How do I make a subscription payment?

You can extend your Reef subscription at any time, there is no need to wait until your subscription expires. For web credit card or iOS/Android in-app purchases, navigate to the Subscriptions section in the main navigation panel. Click or tap on the remaining subscription time for the account and you will be presented with a list of purchase options ranging from 6-months to 4-years. If you have an access code, this code must be entered from the web application. Log into your account at app.reef-education.com then select the Enter Access Code option from the main navigation panel. This option is not supported in either the iOS or Android app.

I can't find my institution or my course.

Make sure you are spelling your institution correctly. Check with your instructor to be sure you are entering your information correctly.

Why aren't my points showing up in iClicker Reef?



**Principles of Macroeconomics
ECON 201.001 FALL 2017**

Please sign and date the following agreement. If I do not receive this signed form by Wednesday, August 30th, you will be dropped from the class.

=====

I have read, understand, and agree to the terms outlined in the syllabus for ECON 201-001 CRN 10435 (FALL 2017). I accept all terms as written and **understand that e-mail communication will be conducted via the College of Charleston accounts or through the Sapling website. I have also read and agree to abide by the *College of Charleston Classroom Code of Conduct* and *College of Charleston Honor Code* and understand there will be severe consequences for any violation of the *Honor Code*.**

Name (please print) _____

Preferred _____

Signature _____

Date _____

Contact Phone number: _____

Circle one: Freshman Sophomore Junior Senior

Major _____ Minor _____

Where are you from? _____

Do you work? _____

If so, approximately how many hours per week? _____

What are your career aspirations?
