Northern Kentucky University  
Department of Marketing, Economics, and Sports Business  
Spring, 2014

ECONOMICS 305-005: PRINCIPLES OF MACROECONOMICS:

Time: TR, 12:15-1:30 pm  
Location: BC 251  
Instructor: Dr. Clayton  
Office: BC 354  
Phone: 859-572-6542  
Email: clayton@nku.edu  
Website: www.EconSources.com

OFFICE HOURS:

T, R 3:15-5:30 pm  
And, Friday 1:30-4 by appointment

CATALOG DESCRIPTION:

ECO 305 International Context for Business (3,0,3) Domestic and global economic environments of organizations; interactions and interrelationships between the cultural, ethical, social, political, technological, and ecological factors constituting the international context for business. Prerequisites: Certified as a business major or declared major in economics.

COURSE MATERIALS:

McGraw-Hill/CONNECT Global Business Today, Charles W. L. Hill, Softcover or CONNECT version (CONNECT is an electronic version of the book and has several nice features like word or concept searching, downloadable PDFs, MC review quizzes, etc.).

http://www.EconSources.com, web site for occasional reference to current economic data.

GRADING INFORMATION:

A. Grade Components:

Feb 18, Exam #1: 33.3%  
April 1, Exam #2: 33.3%  
Comprehensive Final: 33.4%  
Plus, up to 10 extra credit points to be added to the average score of your 3 exams

Exams: The 2 midterm exams will feature 40 multiple choice questions each, the final will have about 50.
B. **Grade Scale:** The grading will be on the following +/- scale:

<table>
<thead>
<tr>
<th>Undergraduate Plus – Minus scale</th>
<th>Letter Grade</th>
<th>% Equal to or Greater than</th>
<th>Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93</td>
<td>4.00</td>
<td></td>
</tr>
<tr>
<td>A-</td>
<td>90</td>
<td>3.67</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>87</td>
<td>3.33</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>83</td>
<td>3.00</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>80</td>
<td>2.67</td>
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<tr>
<td>C+</td>
<td>77</td>
<td>2.33</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>73</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>70</td>
<td>1.67</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>67</td>
<td>1.33</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>60</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

How you do on the exams is up to the effort you put in, *but grades will neither be curved nor be rounded up to a higher grade!*

**Extra Credit Assignments:** Starting on the second week of the semester, you will have 13-14 weekly opportunities to earn a maximum of 10 “extra credit” bonus points at a rate of 1 point per assignment, 1 per week. These points will be added to your average score at the end of the class. So, if you end up with an average grade of 67 on the three exams, and if you did 6 bonus assignments, your grade would then be 67 + 6 = 74, which is a “C” rather than a “D+.” To get credit for the assignment, (1) look for the assignment to be posted late Friday and (2) be in class on the assigned day to turn it in—*assignments will not be accepted after the beginning of class, nor will they be accepted outside of class (for example, if they are placed under my office door, emailed, left in my mailbox, or turned in the next day).* No late, e-mailed assignments to be accepted.

**Exams will be cumulative:** This means that *some* material from the first test will appear on the second test, and so on.

**Reviewing exams:** I will devote sufficient time to review the questions that seemed to give the class the most trouble. If you have questions on any of the others, email me and I’ll post a response on Bb so that everyone can see the Q&A.

C. **Makeup Policy**

There will be no make-ups for any of the weekly extra credits. If you have to miss an exam, make arrangements with me in advance. Any make-ups will have to be made up Friday afternoon in my BC 354 office. However, if you are doing poorly after the first exam is taken, you will still have time to drop the class prior to the withdrawal date.

**STUDENT HONOR CODE:**

[From the Office of the Provost] "You are bound by the Student Honor Code. This [code] is a commitment by students of Northern Kentucky University. Through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the
students of NKU will not lie, cheat, or plagiarize to gain an academic advantage over fellow students or avoid academic requirement.” This applies to all examinations, extra credit assignments, and other work in this class. Cheating on any assignment, even exams, will result in an automatic zero for the grade.

USING “Blackboard”:

You will find extensive supplemental course material on the Blackboard site. You will find a link to CONNECT, PowerPoint presentations when used in class, this syllabus, access to your grades, and more. Most of you are probably familiar with Blackboard, but if not the following may be helpful:

To log on to Blackboard, do the following.

First, if your name is Adam Smith, then your NKU e-mail account will typically be "smitha@nku.edu" (if you have a common first or last name, then more than one letter or number may be used following your name). Your USERNAME will be the letters of your name to the left of the “@” sign. When it asks you for your PASSWORD, use the first four letters of your last name (in CAPS) followed by the last four numbers of your SS#. For example, Mr. Smith would log on as:

USERNAME: smitha
PASSWORD: SMIT6789

If you last name has three letters, then use three letters rather than four (as in HAY6789). If you forget your password, try “forgot your password” link to the left of the “Login” button. Try different combinations of caps and lower case if your username does not work.

If you have trouble logging on, go to the NKU Account Information/Password change page at http://www.nku.edu/password and enter the last eight digits of your ISO number located on your All-Card, along with the last 4 digits of their social security number. Once you have logged into Blackboard, you can go to the “Student Tools” section to update your e-mail address if you prefer to use a different one.

BLACKBOARD ISSUES:

Occasionally NKU has experienced some unexpected issues with Blackboard. If they happen again, please be patient and try to bring these issues to my attention via e-mail and I'll see what I can do.

DROPPING WITH A "W":

Please note that we have had two exams completed and graded before the last day to drop the class with a "W." If you are doing poorly then, give serious thought to taking this option as average grades on the final exam are usually about the same or slightly lower than are midterm grades.

DEVIATIONS FROM SYLLABUS AND/OR COURSE PROCEDURES:

If you have a reason to request a deviation from the procedures spelled out in this syllabus, it must be approved in writing and in advance of the date in question. So that
we both have a record of your request, send it to me via e-mail and I will respond promptly. Keep my response for your records, I'll do the same.

CELL PHONES/PAGERS/OTHER DISTRACTIONS:
Please be respectful of others and turn off all audible cell phones, pagers, and anything else that would cause a disturbance in class. Also, if you have questions concerning the lecture, you are probably not alone—simply address your question to me rather than ask your neighbor. Class time is intended for lecture and discussion only. Some of you may want to bring laptops or iPads to class to follow along when I go over the PowerPoints -- no problem, just be advised that I will walk around the room when I lecture and have occasionally been known to look at your laptop screens just to make sure that you aren't distracted by Facebook, etc.

STUDENTS WITH DISABILITIES:
Students with disabilities who require accommodations (academic adjustments, auxiliary aids or services) for this course must register with the Disability Services Office. Please contact the Disability Service Office immediately in the University Center, Suite 101 or call 859/572/6373 for more information. Verification of your disability is required in the Disability Services Office. There is more information at disability@nku.edu

LEAVING CLASS EARLY or ARRIVING LATE:
Occasionally some students have to leave class early for one reason or another. So, if you have prior plans, please let me know about them before class, and then sit near the door area so that your departure does not disturb anyone.

UNRESOLVED ISSUES:
If you have any questions on your grades, bring them to my attention immediately. For example, if you think that an extra credit assignment has not been recorded properly, let me know before the next midterm is administered. If you have a question on your midterm, let's resolve it before the next midterm is given. Because of the large number of students in class, put any queries in an e-mail; I'll respond accordingly and we'll both have an e-mail copy for our files. This will ensure that all questions will be resolved as we go along.

When the last day of class has arrived, I will assume that everything with regard to your grades has been resolved and no further adjustments to or questions about grades remain. This will allow both of us to focus on the final and only the final.

ATTENDANCE:
Class attendance is highly recommended, in fact it is the single best thing you can do to improve your grade. I will do my best to explain the material clearly, and I will take the time to point out the more significant aspects of every chapter as we go along. Because we are covering a large number of chapters, we will not have time to do an extensive preview for each exam, so be there daily to find out what is important and what is not.
E-MAILING THE PROFESSOR:

Because of the large amount of spam that we are getting, be sure to put "ECO 305" in the subject line of the e-mail whenever you contact me. I normally read my e-mail often, and I'll try to get back to you promptly. Because of all the spam, I generally delete any mail with an attachment I did not request, a subject line that I do not recognize, or no subject line at all. However, if you put "ECO 200" in the subject line, I'll deal with your e-mail first.

UNIVERSITY CLOSURE AND WEATHER POLICY:

When severe weather conditions create a closure or delay, this will be reflected on the University's home page. A recorded message will also be available by dialing 572-6165 or 572-6166. Closure announcements will also be broadcast over local radio and television stations. For the most up-to-date and timely information, listen to WNKU (89.7 FM). What the heck, listen to it anyway as it was voted the best radio station in town by CityBeat magazine for each of the last three years!

Exams: Cancelled classes due to weather or university closure will not affect the posted exam schedule. If the university is cancelled on the day of an exam, then we will have it the very next time we meet.

STUDENT EVALUATIONS

Northern Kentucky University takes course evaluations seriously. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments.

The instructions we had earlier, and therefore expect to have them again, are to go to http://eval.nku.edu. Click on "student login" and use the same USERNAME and PASSWORD as used on campus.

In addition, please be aware of the following (and I include this because some students think that the evaluations are not that important):

- Evaluations can influence the way future courses are taught. Many, if not most, faculty use them to make adjustments to subsequent courses. Evaluations without comments are less valuable than those filled out thoughtfully. Comments that are expressed well are more effective than those that are not.

- Positive feedback is just as important as negative feedback. Faculty are generally interested in doing more of the things that students like and less of the things that students don't like. That is why evaluations without explanations and specifics are not especially useful.

- Evaluations not only provide feedback to your instructor, but also provide information to the department chair for use in performance evaluations. This information affects reappointments, promotions, salaries, and teaching assignments.
# 2014 Spring Exam Schedule

<table>
<thead>
<tr>
<th>Time of Exam</th>
<th>Saturday (S) May 3</th>
<th>Monday (M) May 5</th>
<th>Tuesday (T) May 6</th>
<th>Wednesday (W) May 7</th>
<th>Thursday (R) May 8</th>
<th>Friday (F) May 9</th>
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<tbody>
<tr>
<td>8:00 - 10:00 a.m.</td>
<td>Classes beginning at 9:00 MWF</td>
<td>All Sections ACC 200 &amp; 201</td>
<td>Classes beginning at 8:00 MWF</td>
<td>Classes beginning at 8:00 TR</td>
<td>Classes beginning at 7:00 MWF</td>
<td></td>
</tr>
<tr>
<td>1:00 - 3:00 p.m.</td>
<td>Classes beginning at 11:00 S</td>
<td>Classes beginning at 2:00 MWF or MW or M</td>
<td><strong>ECO 305-005</strong> Classes beginning at 12:15 TR</td>
<td>Classes beginning at 1:00 MWF</td>
<td><strong>ECO 200-005</strong> Classes beginning at 1:40 TR</td>
<td>Classes beginning at 2:00 WF or F only</td>
</tr>
<tr>
<td>6:45 - 8:45 p.m.</td>
<td>Classes meeting 6:15 M only or MW</td>
<td><strong>ECO 200-006</strong> Classes meeting 6:15 T only or TR</td>
<td>Classes meeting 6:15 W only or 7:45 MW</td>
<td>Classes meeting 6:15 R only or 7:45 TR</td>
<td>Classes meeting 6:15 F only</td>
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</tr>
</tbody>
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## Spring Semester 2014

### January 13 - May 2

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 13 (Mon.)</td>
<td>Classes begin</td>
</tr>
<tr>
<td></td>
<td>TUITION AND FEES DUE</td>
</tr>
<tr>
<td>January 18 (Sat.)</td>
<td>Last day to drop with a 100% tuition adjustment</td>
</tr>
<tr>
<td>January 20 (Mon.)</td>
<td><strong>Martin Luther King Day – University Closed/No Classes</strong></td>
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<tr>
<td>January 21 (Tues.)</td>
<td>Last day to register or enter a course</td>
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<td></td>
<td>Last day to change grading option (letter grade, audit, pass-fail)</td>
</tr>
<tr>
<td>February 3 (Mon.)</td>
<td>Last day to drop a course without a grade appearing on a student's transcript. Last day to drop a course with a 50% tuition adjustment</td>
</tr>
<tr>
<td>February 17 (Mon.)</td>
<td><strong>President’s Day – University Open/Classes Held</strong></td>
</tr>
<tr>
<td>March 3 (Mon.)</td>
<td>Faculty begin submitting mid-term grades</td>
</tr>
<tr>
<td>March 10-15 (Mon.-Sat.)</td>
<td>Spring Break - University Open/No Classes</td>
</tr>
<tr>
<td>March 18 (Tues.)</td>
<td>Noon: Faculty deadline for submitting midterm grades</td>
</tr>
<tr>
<td>March 24 (Mon.)</td>
<td>Last day to drop a course with a grade of W</td>
</tr>
<tr>
<td>May 2 (Fri.)</td>
<td>Last day of classes</td>
</tr>
<tr>
<td>May 3-9 (Sat.-Fri.)</td>
<td><strong>Final examinations</strong></td>
</tr>
<tr>
<td>May 10 (Sat.)</td>
<td><strong>Commencement</strong></td>
</tr>
<tr>
<td>May 13 (Tues.)</td>
<td>9:00 A.M.: Faculty deadline for grade submission</td>
</tr>
</tbody>
</table>
HOW TO STUDY ECONOMICS:

Economics is a difficult subject for some people, in part because of the way they study. The following tips may be helpful:

- **The wrong way:** The wrong way is to open the text and plow through it one sentence at a time. There are too many pages, and too many concepts to cover this way, even if you are trying to devote a whole evening to get ready for an exam. It’s even worse if you miss class, or ignore the concepts covered in the Power Points.

- **The right way:**
  - Skim though the chapter two or three times before you start to read it. This will give you a general idea as to the major concepts and topics that are covered.
  - Pay particular attention to the “red heads”. These are the major section heads (usually 4-7) used in almost all McGraw-Hill texts and give you an idea as to the topic being covered. The Hill book in chapter 1 uses 7 r-heads.
    - Example, look at p.6: **What is Globalization?** This header tells you what the main topic is to be discussed. This is intro only and is seldom longer than one paragraph.
  - The “blue heads” are the major topics in each of the red heads and usually are devoted to a single topic. The wording of the blue head should give you a clue as to the concept being discussed, or the point being made.
    - Example: **THE GLOBALIZATION OF MARKETS, p.6**. This b-head tells you that the theme is simply going to be about markets. All of the examples in the following paragraphs simply support the theme.
    - Example: **THE GLOBALIZATION OF PRODUCTION, p.7**. This b-head should tell you that all of the discussion (and the main theme) is about production. There are a lot of examples that drive home the theme, but the theme is the important part.
  - Next, go to the **Chapter Summary** section (p. 33) of the chapter to see how the textbook summarizes the b-head concepts.
  - The PowerPoints used in class are my own, not the authors, and are usually organized so that each PP page corresponds to a r-head in the book. Occasionally I need two PowerPoint pages to cover a single blue head so any give chapter with fifteen pages and 5 red heads will result in a PowerPoint presentation with 5 red heads and 7-8 pages overall,
  - You will not have time to copy every word on the PowerPoints as I go along, so print them out before you come to class.

- **Summary:** (1) buy a book. (2) Skim the chapter. (3) Print out the PowerPoints before class. (4) Attend class. (4) Read the summary. (6) Last: read the text one blue head at a time.