



ECON 352 - Macroeconomics for Business, Section 26347, Fall 2017

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Office Hours: M: 10-11am, T: 1-2pm and by appointment
Class Hours: TTH 2-3:50pm Lecture Hall: JFF LL125

The materials used for this course are only for students who are registered in this section. Distributing these materials to other people or posting them to the Internet without permission of the instructor is prohibited and is a violation of the University policy.

COURSE Scope and Objectives:

This course is about how economies function on the aggregate level, both in the national and international context. A good understanding of macroeconomics is necessary for making informed business decisions. Economics is one of the foundations for other functional areas within business, such as Finance and Marketing, and understanding economic concepts will help you understand the issues involved in these more specialized fields.

This course will focus on the fundamental issues of macroeconomics, such as long run economic growth, inflation, unemployment, monetary and fiscal policy, short run fluctuations of the economy, savings and investment in the open economy, and exchange rate determination. We will use macroeconomic tools to analyze how various disturbances affect the economy and how government policies address these disturbances and improve the economy. We will spend a considerable amount of time learning macroeconomic theories since those concepts are very important in analyzing the real-world events in a sensible way.

COURSE LEARNING OBJECTIVES

The primary goal of this course is to enable you to make informed judgments about whether the economic environment in a given country makes it a good place to do business.

At the end of the course you will be able to:

1. Apply graphical and algebraic tools to analyze various economic models and address questions in economics.
2. Apply the basic demand and supply model to calculate equilibrium wage rates, employment, interest rates and investment in an economy.
3. Use the neoclassical growth model to measure and forecast GDP in different economies.

4. Find sources of macroeconomic data, manipulate them, and understand how they have behaved historically and how they compare across countries.
5. Understand and critically evaluate the news about the macro economy in the financial press.
6. Evaluate the effects of government policy such as changes in tax rates or money supply on individuals, firms, and the economy.
7. Collaborate with others to judge news about the U.S. and world economy.
8. Understand and control the factors that lead to effective teamwork.
9. Demonstrate an ability to gather and disseminate information and communicate it clearly, logically, and persuasively in professional contexts.

ALIGNMENT WITH MARSHALL SCHOOL OF BUSINESS PROGRAM LEARNING GOALS

Learning Goals: In this class, emphasis will be placed on the USC Marshall School of Business learning goals as follows:

Goal	Description	Course Emphasis
1	Our graduates will understand types of markets and key business areas and their interaction <i>to effectively manage different types of enterprises.</i>	High
2	Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions <i>so as to anticipate new opportunities in any marketplace</i>	High
3	Our graduates will demonstrate critical thinking skills <i>so as to become future-oriented decision makers, problem solvers and innovators.</i>	High
4	Our graduates will develop people and leadership skills to promote their effectiveness as <i>business managers and leaders.</i>	Medium
5	Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.	Low
6	Our graduates will be effective communicators <i>to facilitate information flow in organizational, social, and intercultural contexts.</i>	Medium

REQUIRED COURSE MATERIALS

1) *Macroeconomics* by Abel, Bernanke, and Croushore, 9th edition.

2) Blackboard Registration (<http://blackboard.usc.edu>): Power point slides and other course material will be uploaded to Blackboard.

3) MyEconLab Registration (pearsonmylab.com): Please follow the registration instructions provided in the Blackboard under the “Assignments” tab for MyEconLab Registration and support.

Note: MyEconLab comes with a copy of the e-book. You may have a choice to buy MyEconLab with or without a hard copy of the text. Please consult the USC bookstore.

When you register for MyEconLab, please use your school email and **official registration names** rather than nicknames and other email accounts.

The textbook will serve as the point of departure for lectures and the homework assignments and tests. You are required to be sufficiently familiar with the topics assigned for each class meeting prior to the class in order to better benefit from the lectures and participate in the associated discussions.

Articles posted or referenced on the Bb are also part of your reading requirements.

I recommend that students get in the habit of regularly reading economic and business news related to the concepts covered in this course (financial sections of NY Times and LA Times, The Wall Street Journal, The Financial Times and The Economist).

Course Requirements

PREREQUISITES

The prerequisite for this course is introductory courses in macro, and microeconomics. Economics at ECON 352 level uses numbers, graphs, and equations to communicate economic theories and concepts. Although I will minimize the use of mathematics in teaching this course, there is no way to avoid the use of numbers, graphs, and mathematical relations in the teaching process. Therefore, I will assume that students are familiar with line graphs (time-series plot), bar graphs, descriptive statistics, data transformation, and mathematics of average change and marginal change.

GRADING POLICY

Grades will be assigned according to the following weights:

Class Attendance and Participation	5%
Homework Assignments (MyEconLab)	10%
Quizzes	10%
Midterm I	20%
Midterm II	20%
Group Project Presentation	5%
Final Exam	30%
Total	100%

Tentative Exam Dates:

Midterm I: Tuesday, September 19, 2017

Midterm II: Tuesday, October 31, 2017

Final Exam: Please check the university website for the schedule of finals

Class Attendance and Participation (5%): During each class meeting, I will call the names of a few students randomly. Students who receive two “no shows” during the random call may lose most if not all of 5% attendance and participation credit. Responding to the professor’s question when called upon, providing reference to an interesting article or economic issue, volunteering to offer a solution to a problem, or discussing the relevance of a certain economic subject studied in the class to work experience, are all examples of active class participation.

Homework Assignments: You will have 10 assignments and the average of your best 8 assignments will count for 10% of your final grade. You will have 3 attempts for each question in the assignment. You will complete assignments on the MyEconLab website. The goal of these assignments and the associated dates allowed for their completion is to get you to study on a weekly basis. Since Economics is a subject matter that builds on previous topics, students who study on a regular basis will perform better. You will find the detailed schedule for the assignments and due dates once you register and access MyEconLab for this course. Unanticipated events, illness, religious holidays, late registration to class, or conflicts in your schedule that cause missed assignments will count towards your lowest 2 scores that get dropped out.

Important: You should work on MyEconLab at a regular pace and do not leave the work to the last minute. If the website crashes and you cannot do your submission by the due date, it will be your responsibility and there will not be any deadline extensions.

Quizzes: There will be 4 quizzes that will contribute 10% to your final grade. The purpose of each quiz is to test your understanding of the concepts covered and to help prepare you for the exams. Quizzes will be conducted online. You will have one attempt for each question and must complete the quiz within the allocated time. There will be No makeups for quizzes.

Group Research Project and Presentation (5%): Each student will participate in a group research project whose product will be a PowerPoint document. Each group will consist of 5-6 students each of whom must participate in the research, compilation and presentation of their findings to the class. The project topics, the assigned student groups, the guidelines, the schedule for the presentations and the grading rubric are posted under the Assignments tab in the Bb.

Exams: Midterm I, Midterm II and Final exam will contribute to your grade 20%, 20% and 30% respectively. Your final letter grade will be based on your actual performance on the assignments, midterms, final, and my judgment on your class attendance and participation.

In the past, grades have followed the following pattern:

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
Less than 60%	F

According to the Marshall School grading policy, the average grade for this course should be 3.0 (B). Marshall does not enforce a strict “curve” or grade distribution, but that grade is a reasonable expectation of the current course grade average.

Final Exam will be cumulative, however the weight of the questions on the materials covered after the second midterm will be greater. No student is allowed to take the final exam in advance of the published date. Students arriving late to exams will not be given extra time.

There will be No make-up tests. By enrolling in the course you are committing to take the tests on the scheduled dates. If you miss an exam, you will receive an automatic zero for the missed exam. If you miss a midterm exam for a legitimate reason, the weight of other tests will be increased proportionally to compensate for the missed midterm. Approval for a missed midterm is very **rare**, and only with appropriate written documentation from an authoritative source addressed specifically to the professor indicating why the student was unable to appear for the midterm exam. I will **not** provide work for extra credit because it is unfair to the other students.

Classroom Etiquette

- Arrive on time and stay for the entire class.
- No laptops, other internet access devices and phones may be used in class for any reason.
- All phones must be turned off before entering class.
- Only students registered for this section are allowed to attend this section.

Blackboard (Bb)

The syllabus, PowerPoint slides, and notes regarding each chapter will be posted in the Blackboard (<http://blackboard.usc.edu>). You are expected to check Bb regularly for notes and updates to the materials included in the lectures. Blackboard should be used for sending emails to the professor. It is typically not feasible to give a comprehensive answer to questions via e-mail. Therefore, students are strongly encouraged to ask questions during class and during office hours.

It is always beneficial to do the required reading before class. Also, the slides and other sources posted on Blackboard are not a complete record of what we discuss in class. Therefore, attending lectures and taking notes will be required to successfully complete the course. Each class session will usually start by sharing a recent economic issue relevant to the lecture for that session, followed by the lecture. The remainder of class time will be spent on solving problems.

MARSHALL GUIDELINES

GRADE APPEALS

Regrades must be requested within one week of the day the exam was returned to the class. The student must submit a written and precise explanation of why he/she thinks the grade should be modified. The entire exam will be regraded and the final mark may go up or down.

Returned paperwork, unclaimed by a student, will be discarded after 4 weeks and hence, will not be available should a grade appeal be pursued by a student following receipt of his/her course grade.

TECHNOLOGY POLICY

Videotaping faculty lectures is **not** permitted due to copyright infringement regulations. **No** audiotaping is permitted in this class. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

ADD/DROP PROCESS

This class will remain open enrollment (R-clearance) for the first three weeks of the semester. If there is an open seat, students will be freely able to add a class using Web Registration throughout the first three weeks of the term. If the class is full, students will need to continue checking Web Registration to see if a seat becomes available. There are no wait lists and the professor cannot add students. See USC guidelines here:

http://www.usc.edu/dept/publications/cat2012/private/pdf/2012_2013/academic_policies_12.pdf

- 1) Waitlist. There are no centralized wait lists for Marshall undergraduate courses. Although there are no wait lists, the Undergraduate Advising Office provides a system by which students can indicate their interest in enrolling in classes that are currently full in order to track demand and manage classroom space effectively.
- 2) Dropping Students. The professor may drop any student who, without prior consent, does not attend the first two class sessions. The instructor is not required to notify the student that s/he is being dropped.

ACADEMIC CONDUCT

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

STATEMENT ON ACADEMIC INTEGRITY

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, (www.usc.edu/scampus or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

MARSHALL TUTORING PROGRAM

The Marshall Office of Undergraduate Advising offers Peer Tutoring as a supplement to classroom instruction. Marshall Peer Tutors are able to assist students in understanding and clarifying difficult concepts, but tutoring sessions are effective only if students regularly attend class and actively engage in the process of thinking critically about the course content.

Marshall Peer Tutoring services are available for core courses that are traditionally challenging, including ECON 351x, ECON 352x, BUAD 310, and BUAD 306. Tutoring will begin on the Monday of the third week of classes for ECON-351x. Students can choose to participate in group tutoring sessions or drop-in tutoring sessions. Most students will benefit from group tutoring in particular, as the purpose of group tutoring sessions is to review and discuss content covered in the previous and current week.

For more information on tutoring for ECON 351x, see <http://students.marshall.usc.edu/undergrad/advising/> or contact the Marshall Office of Undergraduate Advising in BRI-104, by phone 213-740-0690, or email undergrad.advising@marshall.usc.edu.

STATEMENT FOR STUDENTS WITH DISABILITIES

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. The phone number for DSP is (213) 740-0776. For more information visit www.usc.edu/disability or email to ability@usc.edu.

Students requesting test-related accommodations will need to share and discuss their DSP recommended accommodation letter/s with their faculty *at least three weeks before* the date the accommodations will be needed. Additional time may be needed for final exams. Please note that a reasonable period of time is still required for DSP to review documentation and to make a determination whether a requested accommodation will be appropriate.

SUPPORT SYSTEMS

Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* www.usc.edu/disability provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

EMERGENCY PREPAREDNESS/COURSE CONTINUITY

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

Summary Course Schedule and Reading List

Note: This schedule is subject to change. For an updated schedule, please check the Blackboard.

	Date	Topic and Textbook Reading Assignment
Week 1	Aug 22 Tuesday	<ul style="list-style-type: none"> • Introduction, Syllabus Review and Class Policies • What is Macroeconomics
	Aug 24 Thursday	Chapter 1: Introduction to Macroeconomics
Week 2	Aug 29 Tuesday	Chapter 2: Measurement of Economic Performance
	Aug 31 Thursday	Chapter 2: Measurement of Economic Performance Continued
Week 3	Sept 5 Tuesday	Chapter 3: Productivity, Output and Employment
	Sept 7 Thursday	Chapter 3: Productivity, Output and Employment Continued
	Sept 9 - 11	Quiz # 1: Chapters 1-3
Week 4	Sept 12 Tuesday	Chapter 4: Consumption Saving and Investment
	Sept 14 Thursday	Chapter 4: Consumption Saving and Investment Continued
Week 5	Sept 19, Tuesday	Midterm I: Chapters 1-4
	Sept 21 Thursday	<ul style="list-style-type: none"> • Midterm I Review • Commanding Heights Video
Week 6	Sept 26 Tuesday:	Chapter 7: The Asset Market, Money and Prices
	Sept 28 Thursday	Chapter 7: The Asset Market, Money and Prices Continued
Week 7	Oct 3 Tuesday	Chapters 8 & 10: Business Cycle
	Oct 3 - 4	Quiz # 2: Chapters 7 & 8
	Oct 5 Thursday	Chapter 12: Unemployment and Inflation Chapter 14: Chapters 12 & 14: Monetary Policy and the Federal Reserve
Week 8	Oct 10 Tuesday	Chapters 14: Monetary Policy and the Federal Reserve Continued
	Oct 12 Thursday	Commanding Heights Video
Week 9	Oct 17 Tuesday	Chapter 6: Economic Growth
	Oct 19 Thursday	Chapter 6: Economic Growth Continued
	Oct 20 - 23	Quiz # 3: Chapters 6, 12 & 14

Week 10	Oct 24 Tuesday	Groups 1, 2 and 3 Presentations
	Oct 26 Thursday	Groups 4, 5 and 6 Presentations
Week 11	Oct 31 Tuesday	Midterm II: Chapters 6, 7, 8, 10, 12 & 14
	Nov 2 Thursday	Chapter 15: Fiscal Policy
Week 12	Nov 7 Tuesday	Chapter 15: Fiscal Policy Continued
	Nov 9 Thursday	Chapter 5: Balance of Payments
Week 13	Nov 14 Tuesday	Chapter 5: Balance of Payments Continued
	Nov 17 - 20	Quiz # 4: Chapters 5 and 15
	Nov 16 Thursday	Groups 7, 8 and 9 Presentations
Week 14	Nov 21 Tuesday	Chapter 13: Exchange Rates
	Nov 23 Thursday	Thanksgiving - No Class
Week 15	Nov 28 Tuesday	Chapter 13: Exchange Rates Continued Group Presentations 10 and 11
	Nov 30 Thursday	Group Presentations 12, 13 and 14
		Final Exam – Comprehensive

Please check the university website for the schedule of finals.