

## **Course Syllabus - CBUS 208 Consumer Economics –Fall 2007**

### **Instructor Information**

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### **Course Description**

A study of the opportunities and responsibilities of the consumer in choosing goods and services for use in promoting individual, entrepreneurial, and/or family goals. Emphasis is placed on financial planning throughout the life span.

### **Course Objectives**

The course is designed to provide students with an updated look at the consumer movement and the details of consumer behavior. Students will achieve an understanding of the forces that impact consumer choice and the quality of life and well being which consumers pursue in their decision making process.

### **Program Assessment**

The faculty of Blue Ridge Community and Technical College are highly interested in assuring that each student meets the educational objectives of the program. The educational objectives have been developed and are planned to assure that the program is producing graduates who will be successful in obtaining and maintaining positions in the entry-level business field and who will be quality employees. To achieve this goal, the faculty is committed to a systematic and comprehensive process of assessment of student learning. As part of this program assessment, students will from time to time be requested to participate in non-graded assessment activities which may include, but not be limited to participation in role-playing simulations, standardized written or practical examinations or completing pre and post-graduation surveys.

### **Academic Dishonesty**

Cheating in all its forms, including plagiarism and cheating on visual work, is considered an academic matter to be controlled and acted upon by the individual faculty member. Students guilty of academic dishonesty on examinations in any course shall receive, as a minimum penalty, a grade of F in that course. Such action shall be taken by the instructor, with written notification to the Dean of Instruction, Blue Ridge CTC for academic affairs. Repeated offenses shall subject the student to suspension or dismissal from the College. Students involved in facilitating academic dishonesty among others, such as by the unauthorized dissemination of examination materials, will be subject to disciplinary action beyond that called for by their own cheating in a course. Plagiarism is "the act of stealing and using, as one's own, the ideas, or the expression of the ideas of another." Whether that other is another student or a published author, plagiarism is cheating. Detailed instructions on avoiding plagiarism will be provided in required English courses, and comments also may be made by instructors in other courses for which papers are written. Guidelines and policies affecting dishonesty and most other

aspects of student life may be found in the Blue Ridge CTC Student Handbook (www.shepherd.edu/ctcweb).

### **Procedure to Withdrawal ~~From~~from this Course**

The last day to withdraw from this course is **NOVEMBER 9, 2007**.

A student wishing to withdrawal from this course must submit a completed Withdraw Form to the Office of Enrollment Management in office A01 at the CTC. The Withdrawal Form is available from the Blue Ridge CTC, Administration Office, Martinsburg, or from the student's Academic Advisor. A completed Withdrawal Form includes the signature of the student's Academic Advisor and the instructor of the course being dropped. Failure to submit the completed Withdrawal Form to the Office of the Registrar by the deadline will result in the grade of IF or F.

### **Contacting the Instructor**

The best way to contact the instructor outside of the classroom is to send an email using WebCT email within this course. The subject line of all emails should accurately describe the content of the email. Do not include personal communication or questions to the instructor with assignments.

### **Check your WebCT Email**

Make sure to use and check the WebCT email in this course. Email is accessed by clicking the Communications icon on the homepage of this course.

### **Text**

*REQUIRED Consumer Economics: Issues and Behaviors*, Elizabeth B. Goldsmith, Prentice Hall, 2005, 0-13-098974-6

### **Assignments**

#### **General Information ~~About~~about Assignments**

All assignments are due electronically. Assignments are selected to strengthen and support the objectives for each chapter, and ultimately the course.

### **Exercises**

Each ~~assignment,assignment~~ and project has been selected to support the material covered in the chapters. These assignments can be accessed by clicking the "Assignment Drop Box" icon on the homepage. Select the assignment by clicking the link. The assignments must be prepared in Microsoft Word. **Your assignments must be submitted using Microsoft Word.**

### **Hints for submitting Exercises**

1. Print the Exercise from WebCT.
2. Prepare the Chapter Exercises using Microsoft Word.
3. Prepare all of the exercises for one chapter in one file (rather than multiple files for the multiple questions).

4. At the top of the document, put your name and the chapter number.
5. Save the file as “Chapter \_\_\_ Exercises” on your own computer or disk.
6. In WebCT, upload the file and then click Submit Assignment.

### **Assignment Due Dates**

Assignments are made per chapter per week. The assignment period for that chapter begins Monday morning and ends Sunday evening at 11:55 p.m.

### **Early Assignments**

Any assignments including Chapter Quizzes may be completed early.

### **Late Assignments**

Assignments are due by Sunday evening at 11:55 p.m. of the assigned week.

Chapter Quizzes may **not** be made-up if not completed by the due date. Chapter Exercises will be accepted up one week late with the penalty of half the point value deducted off the top.

### **Chapter Quizzes**

Chapter Quizzes verify the learning objectives set for each chapter. One chapter quiz will be assigned each week, except during the mid-term and last week of classes. During the mid-term, a mid-term exam is the only assignment scheduled.

### **Delivery of Assignments**

Chapter Quizzes are taken on WebCT and graded immediately. All assignments must be uploaded to WebCT using the “Assignment Drop Box” icon. Assignments will not be accepted via email.

**Do not include personal communication or questions to the instructor with exercises.** Specific questions about the course, assignments or personal concerns must be sent using WebCT email (click the Communications icon on the homepage of this course).

### **Class Participation/Discussion Board**

1. Periodically (at least once a week) the instructor will post a Discussion Topic/Question. Sometimes the discussion asks the student to perform a task and comment on the results. Some discussions will simply request a response from the student.
2. Every student is expected to participate and respond to the Discussion.
3. Discussions are graded for Class Participation. Each week you are able to earn from 0-9 points for your participation.
4. There is no working ahead on discussion questions or go back if you miss a week. You must participate between 12:00am Monday and 11:55pm

Sunday of the assignment week.

## MID TERM AND FINAL

The mid-term is a multiple-choice test delivered in WebCT and will cover chapters 1 - 7 of the textbook. The Final Exam is a multiple-choice test delivered in WebCT and will cover chapters 8 – 14 of the textbook. Both exams consist of 50 questions with a 2-hour time limit.

### **Grading**

All graded coursework is assigned a point value. For some assignments the points are awarded for completing the work. On other occasions the work is graded for content, clarity and presentation.

Chapter Quizzes – 25 points each

Class Participation/Discussions – 9 points each week

Projects – 50 points each

Mid-Term Exam – 50 points

Final Exam – 50 points

All assignments have a designated point value. The final grade will be calculated by dividing the total points earned by the student by the total points assigned.

90-100%=A

80-89%=B

70-79%=C

60-69%=D

Adobe Acrobat

If you cannot open the PDF files for this course, you'll need to download a free version of Adobe Acrobat. A link has been provided on the Homepage.