

Learning Goal #3: Principles of Economic Analysis

Learning Goal: All businesses operate in an environment with strong economic influences. Consequently, it is useful for students to have a clear understanding of macro and microeconomic principles which provide a framework for understanding the internal and external environments within which business decisions are made. Thus, one of LeBow's learning goals is that students understand the fundamental principles of economic analysis.

Measurement of Goal: Embedded assignments in ECON 202 (Macroeconomics) are used for this assessment. ECON 202 is a required course in the BSBA Program.

Procedure: The rating of student learning is based on a rubric created by the faculty of the Economics Department and done independently of the grading by the instructor for each student's regular performance for the course.

Frequency and Collection: Approximately 300 students each year are selected from ECON 202 – 50 from 6 sections spread over 2 (or 3) terms.

The topics used in the assessment may be chosen from specific topics covered in ECON 202 such as (but not limited to):

- Measurement of the Macroeconomic variables
- Inflation and unemployment
- Determinants of long-run economic growth
- Savings and investment
- Money market – demand and supply of money
- Business cycles

The selection of the specific topic to be assessed will be done at the beginning of the academic year by the Economics Faculty. The targeted topic may change each year, depending upon the faculty's objectives.