Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Liberal Arts
   Department: Economics

2. Course Prefix and Number: ECON 3900

3. Effective Term: Fall 2012

4. Course Title: Consumer Economics
   Abbreviated Title (30 characters or less):

5. Requested Action:
   - [ ] Renumber a Course
   - [x] Add a Course
   - [ ] Revise a Course

6. Course Credit:
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>3</td>
<td>Lecture</td>
<td>Weekly</td>
<td>3</td>
</tr>
<tr>
<td>(Repeatability)</td>
<td>3</td>
<td></td>
<td>40</td>
<td></td>
</tr>
</tbody>
</table>

   Total Credit Hours: 3

7. Grading Type:
   - [x] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
P: ECON 2020 or 2027
P: ECON 2030 or 2037

9. Restrictions: List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    A broad study of consumer economics at both the household level and the national consumption aggregates.

11. May Count Either: [ ] or [ ]
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    | Program Type | Program Title | Requirement or Elective? |
    |--------------|---------------|--------------------------|
    | major        | BS in Economics (ECNL) | optional                 |

13. Overlapping or Duplication of Other Units’ Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - [ ] Applicable
   - [x] Not Applicable
14. Justification:
We haven't updated our electives in a very long time and our most recent external program review recommended increasing our elective offerings. Our recent acquisition of Dr. Rajan Natarajan provides us the unique opportunity to offer a dedicated consumer economics course.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:
The addition of Dr. Natarajan to our faculty provides us with the needed labor to staff the class.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:
1. Understanding the consumer at the microeconomic level.
2. Understanding the role that the consumer plays at the macroeconomic level.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:
Weekly Topics:
1. Introduction: Consumers
2. The Marketplace & Negotiation
3. Household Accounts: Priorities and choices
4. Routine Shopping & Momentous Decisions
5. Buying Durables, Cars, & Housing
6. College & Kids
7. Green Consumption
8. Healthcare & Retirement
9. Borrowing, Risk and Uncertainty, Savings, & Investing
10. Consumer Rights and Protections
11. Economic Footings for Consumer Policy
12. Consumers, Business Cycles, and the National Economy
14. Consumers and Fiscal Policy (Taxes & Spending)
15. Consumers and International Trade

Week 4: Mid-Term Exam 1
Week 7: Mid-Term Exam 2
Week 11: Mid-Term Exam 3
Week 15: Mid-Term Exam 4

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:
The mid-term exams are non-cumulative. The first three mid-term exams assess the first learning objective. The fourth mid-term exam will assess the second learning objective. The Final Exam is cumulative over the entire semester and thus contributes to the assessment of both learning objectives.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:
Mid-Terms: 60% (4x15%)
Final Exam: 25%
Class Participation: 15%
After rounding to the nearest whole percentage point, the following grading scale is used: (90+ A), (80-89 B), (70-79 C), (60-69 D), (0-59 F)

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A
(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student notifies arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2098 (V/TTY).
MEMORANDUM

To: Auburn University Curriculum Committee
From: Dan LaRocque, CLA Associate Dean for Academic Affairs
Re: ECON 3900/4400 Course Proposals

February 1, 2012

The CLA curriculum committee forwards these proposals with certain reservations. Although we would like to see the inclusion of learning outcomes more aligned with broader institutional goals for student learning and more detail in the week-by-week breakdown of course content, the department has assured the committee that broader SLOs are encompassed in the specific SLOs identified, and that syllabi for the proposed courses feature more extensive detail including assigned textbook and reading materials not specifically asked for in the course submission form.

Most importantly from the department’s perspective, the instructor slated to teach the proposed electives brings a particular expertise to the instruction of these classes, and he will only be available to the department for a short period of time. As a result, students will miss a unique opportunity if the courses are not approved and available in the fall 2012 semester.