



COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	ECON 4380
Course Name:	Senior Seminar in Economics
CRN:	31380
Semester:	Spring 2019
Location:	COB 100
Class Hours:	MWF: 8:00am-8:50am

Instructor Information

Name:	Dr. Thomas Snyder
Office Location:	COB 211o
Work Email:	tjsnyder@uca.edu
Phone:	501-450-5335
Office Hours:	M: 8:55am-9:55am, 1-4pm T: 8am-9am, 10:30am-11:30am W: 8:55am-9:55am R: 8am-9am, 10:30am-11:30am F: 8:55am-9:55am

Prerequisites

Consent of instructor or department chair. Class is for seniors.

Textbook and Instructional Materials Required

You are not required to purchase any textbook or instructional materials.

Course Description

Designed as the capstone course for the BA and BS economics majors. It should be taken during a student's senior year. The mode of instruction is seminar with active student participation including research presentations and writing of a term paper and shorter papers. The topics covered will vary.

Course Objectives

Evaluate the costs and benefits of a project or investment in a business. Develop and apply oral presentation skills in a business setting. Develop and apply written communication of a project proposal. Provide evidence and substantiate an oral and written argument for a policy proposal.

See formal learning goals at the end of the syllabus.

Course Delivery Method

Lecture

Grading

Grades will be assigned according to the following scale:

- A. ≥ 89.5
- B. ≥ 79.5 and < 89.5
- C. ≥ 69.5 and < 79.5

- D. ≥ 59.5 and < 69.5
- F. < 59.5

The various components of your grade are weighted as follows:

Attending class with “goal card” and participating in discussion	5%
In-class activities	10%
Presentation 1	20%
Presentation 1	20%
Presentation 1	20%
Quizzes	25%
	100%

Use this formula to calculate your grade: $0.05 \times$ Average participation score + $0.10 \times$ In-Class Activities Average + $0.20 \times$ Presentation 1 score + $0.20 \times$ Presentation 2 score + $0.20 \times$ Presentation 3 score + $0.25 \times$ Average Quiz score.

** Examine the class policies as they describe most of what would be considered appropriate behavior in the class.*

DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS

Class Schedule:

Date	Very Tentative Plan
Friday, January 11, 2019	Introduction. Goals.
Monday, January 14, 2019	Presentation by Delta plastics
Tuesday, January 15, 2019	3pm-6pm Tour of Delta Plastics in Little Rock
Friday, January 18, 2019	Professional development / Delta Plastics Project
Monday, January 21, 2019	MLK jr. No class.
Wednesday, January 23, 2019	Professional development / Delta Plastics Project
Friday, January 25, 2019	Professional development / Delta Plastics Project
Monday, January 28, 2019	Professional development / Delta Plastics Project
Wednesday, January 30, 2019	Professional development / Delta Plastics Project
Friday, February 1, 2019	Professional development / Delta Plastics Project

Monday, February 4, 2019	Professional development / Delta Plastics Project
Wednesday, February 6, 2019	Professional development / Delta Plastics Project
Friday, February 8, 2019	Professional development / Delta Plastics Project
Monday, February 11, 2019	Professional development / Delta Plastics Project
Wednesday, February 13, 2019	Practice Presentations. Written portion due.
Friday, February 15, 2019	Presentation 1
Monday, February 18, 2019	Begin Unilever project
Wednesday, February 20, 2019	Professional development / Unilever Project
Friday, February 22, 2019	Professional development / Unilever Project
Monday, February 25, 2019	Professional development / Unilever Project
Wednesday, February 27, 2019	Professional development / Unilever Project
Friday, March 1, 2019	Professional development / Unilever Project
Monday, March 4, 2019	Professional development / Unilever Project
Wednesday, March 6, 2019	Professional development / Unilever Project
Friday, March 8, 2019	Professional development / Unilever Project
Monday, March 11, 2019	Professional development / Unilever Project
Wednesday, March 13, 2019	Professional development / Unilever Project
Friday, March 15, 2019	Professional development / Unilever Project
Monday, March 18, 2019	Spring Break
Wednesday, March 20, 2019	Spring Break
Friday, March 22, 2019	Spring Break
Monday, March 25, 2019	Professional development / Unilever Project
Wednesday, March 27, 2019	Professional development / Unilever Project
Friday, March 29, 2019	Practice presentations. Written portion due.
Monday, April 1, 2019	Presentation 2
Wednesday, April 3, 2019	Begin Arkansas Research Project
Friday, April 5, 2019	Professional development / Arkansas Research Project
Monday, April 8, 2019	Professional development / Arkansas Research Project
Wednesday, April 10, 2019	Professional development / Arkansas Research Project
Friday, April 12, 2019	Professional development / Arkansas Research Project
Monday, April 15, 2019	Professional development / Arkansas Research Project
Wednesday, April 17, 2019	Professional development / Arkansas Research Project
Friday, April 19, 2019	Professional development / Arkansas Research Project

Monday, April 22, 2019	Professional development / Arkansas Research Project
Wednesday, April 24, 2019	Practice presentations. Written portion due.
Friday, April 26, 2019	Study Day
Wednesday, May 1, 2019	8am-10am: Presentation 3

Quizzes:

Quizzes will be given frequently in class. It will cover the assigned videos or reading. You will know what questions to prepare for.

Presentations:

A 3-minute presentation will be scored with a rubric. You can work with one other person. Each person will get the same grade. The written portion counts as half the score. A rubric will be given to in a separate handout so you will know the expectations.

In-class activities:

Frequent small assignments will be assigned for credit in class. These are similar to the quizzes, but they are basically participation points.

Attendance/Participation

Attendance and participation will be taken. To be counted as present, you must arrive on time and bring your “goal card,” which is a card with your goals on it. I will allow 2 absences when calculating your attendance/participation grade. I will randomly select 12 days. If you attended and participated in 10 of the days, you will receive a 100%. If you attended and participated in 9 of the days, you will receive a 90%, etc.

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the

thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

POLICIES AND PROCEDURES

Attendance and Drop policies

Attendance and participation will be recorded, and it will count towards your grade (5%). If you decide to drop the class, it is your responsibility to follow university procedures. Do not expect me to drop you from the class.

Assignment Submission

Homework assignments and the paper must be submitted in class. This requirement encourages you to attend class.

Makeup quizzes

I will not have makeup quizzes. You can drop one quiz. If you must miss a class because of a University conflict (sports, conference, etc.), you can arrange to take the quiz early.

Classroom Policies

Attendance will be taken. Please turn cell phones on silent. Respect others and don't distract the class. You are welcome to use computers in class if they are for the lecture.

Academic Integrity Statement

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation

differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

ACCREDITATION & ASSURANCE OF LEARNING

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goal: Our graduates shall possess effective communication abilities.

Learning Objective 2a: Students will be able to produce professional quality research documents.

Course Assessed: ECON 3302/4380

Measure: Students will prepare a report, paper, or case analysis on a discipline-specific topic in the writing-intensive course

Benchmark (meet): Mean score of students assessed with the rubric will be eleven (11) points, or greater, out of sixteen (16) available on the UCA Communication-Written Rubric.

Learning Goal: Our graduates shall possess effective communication abilities.

Learning Objective 2b: Students will be able to produce professional quality research presentations.

Course Assessed: ECON 3302/4380

Measure: Students will present in class an analysis of a major research publication assigned by the instructor.

Benchmark (meet): Mean score of students assessed with the rubric will be eleven (11) points, or greater, out of sixteen (16) available points on the UCA Communication-Oral Rubric.

Learning Goal: Our graduates shall possess a knowledge base that helps students ask more informed questions and analyze complex situations

Learning Objective 1a: Students will be able to formulate an appropriate, discipline-specific question, research possible solutions, and provide accurate analysis.

Course Assessed: ECON 3302/4380

Measure: Students will prepare a research paper or other assignment on a discipline-specific topic

Benchmark (meet): The mean of students' points will be 8 (of 12) or greater on the UCA Critical Inquiry Rubric.

Learning Goal: Our graduates shall possess knowledge appropriate to the practice of their major discipline.

Learning Goal #8-ECON: Economics graduates will possess the analytical skills to formulate an appropriate, discipline-specific question, research possible solutions, and provide accurate analysis.

Course Assessed: ECON 4380

Measure: Economics students will prepare a research paper demonstrating the analytical skills to formulate an appropriate, discipline-specific question, research possible solutions, and provide accurate analysis.

Benchmark: The mean of students' points will be 80% or greater on the ECON 4380 Discipline Specific Assessment Rubric. |