

**UNIVERSITY OF SAN FRANCISCO**  
**College of Arts and Sciences**

**Undergraduate Economics — Program Assessment Plan**

**Program Goals**

1. Understand economic terminology and the fundamental theoretical approaches of the discipline
2. Employ economic reasoning and theory to analyze the structure of economic events and problems
3. Employ economic reasoning and theory to analyze important government policy responses and their impacts on the economy.

**Program Learning Outcomes**

Goal 1

- Define the role of benefits and costs in the allocation of scarce economic resources.
- Describe the interaction of demand and supply in a market for an economic good or service.
- Define the nature of aggregate economic relationships between major macroeconomic variables and decision-makers.
- Describe a regression model of an economic theory and estimate the model using actual economic data.

Goal 2

- Analyze the impact of an external event on the market for an economic good or service in both the short run and the long run.
- Discuss the impact of the competitive structure of an industry on important market variables in both the short run and long run.
- Analyze the impact of an external event on the aggregate economy in the short run and long run.
- Use a simple algebraic economic model to formulate and investigate an economic problem.
- Use a graphical economic model to formulate and investigate an economic problem.
- Use an estimated economic model to test an economic theory.

Goal 3

- Analyze the impact of a government tax on the outcomes of a market for an economic good or service.
- Discuss the problems that can arise as a result of an industry's competitive structure and how a government may respond.
- Analyze the impacts of government fiscal and monetary on the aggregate economy in the both the short run and long run.
- Apply economic analysis to problems that arise in other areas of economics and possible government policy options to these problems.

## Curriculum Map

Key: I = Concept Introduced  
 C = Comprehensive Coverage of Concept  
 A = Applications of Concept

Program Goals	Associated Learning Outcomes	ECON 111	ECON 112	ECON 120	ECON 311	ECON 312	ECON 320	ECON 3__ Required	ECON 4__ Required
<b>1. Understand economic terminology and the fundamental theoretical approaches of the discipline.</b>									
i.	Define the role of benefits and costs in the allocation of scarce economic resources.	I	I		C				
ii.	Describe the interaction of demand and supply in a market for an economic good or service.	I	I		C	A		A	A
iii.	Define the nature of aggregate economic relationships between major macroeconomic variables and decision-makers.		I			C			A
iv.	Describe a regression model of an economic theory and estimate the model using actual economic data.			I			C		
<b>2. Employ economic reasoning and theory to analyze the structure of economic events and problems.</b>									
i.	Analyze the impact of an external event on the market for an economic good or service in both the short run and the long run.	I			C			A	
ii.	Discuss the impact of the competitive structure of an industry on important market variables in both the short run and long run.	I			C			A	

iii.	Analyze the impact of an external event on the aggregate economy in the short run and long run.		<b>I</b>			<b>C</b>			<b>A</b>
iv.	Use a simple algebraic economic model to formulate and investigate an economic problem.	<b>I</b>	<b>I</b>	<b>C</b>	<b>C</b>	<b>C</b>		<b>A</b>	
v.	Use a graphical economic model to formulate and investigate an economic problem.	<b>I</b>	<b>I</b>	<b>C</b>	<b>C</b>	<b>C</b>	<b>C</b>	<b>A</b>	<b>A</b>
vi.	Use an estimated economic model to test an economic theory.			<b>I</b>			<b>C</b>	<b>A</b>	<b>A</b>
<b>3. Employ economic reasoning and theory to analyze important government policy responses and their impacts on the economy.</b>									
i.	Analyze the impact of a government tax on the outcomes of a market for an economic good or service.	<b>I</b>				<b>C</b>			
ii.	Discuss the problems that can arise as a result of an industry's competitive structure and how a government may respond.	<b>I</b>				<b>C</b>		<b>A</b>	
iii.	Analyze the impacts of government fiscal and monetary policy on the aggregate economy in the both the short run and long run.		<b>I</b>			<b>C</b>			<b>C</b>
iv.	Apply economic analysis to problems that arise in other areas of economics and possible government policy options to these problems.				<b>I</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>

## **Assessment Plan**

### **Assessing Multiple Linked Learning Outcomes using a Proficiency Rubric**

The Economics Program Goals examine skills that build on one another, often in the same problem. For example, an Economics student should be able to frame an economic problem as a market interaction (Goal 1, LOS ii) , use this framework to examine the impact of an external event (Goal 2, LOS i.) and suggest how government policy might be used to offset negative impacts of the event (Goal3, LOS i.).

In an Introductory Economics course, success would be defined if students were proficient in Goal 1, showed some ability to answer Goal 2, and were weak in Goal 3. An Intermediate Economics course would define success as student proficiency in Goals 1 and 2, with some ability in meeting Goal 3. An Advanced Economics course in the student's major would be considered successful if students could meet all three Program Goals with a set level of proficiency.

A targeted, multiple part question on the final exam of any Economics course that examined the student on all three program goals would allow us to track progress of student learning through the Economics curriculum. Different populations, particularly in the Principles courses, would not allow direct comparisons between levels but it would enable the Department to determine if student majors were acquiring the knowledge and skills embodied in our program goals.

### **Assessment Plan for using a Proficiency Rubric**

#### **Spring 2009:**

The Economics Department has agreed that each of the Principles of Economics courses (ECON 101, 102, 111 and 112) will have a question on their final exams that follows one of the structures provided in the tables that follow. The Department will solicit potential questions from faculty members at the beginning of each semester, starting in Spring 2009, and agree on questions to be used as part of the final exam in each of the selected courses.

Student performance on these questions will be provided by the faculty members teaching these courses to the Department Chair. The Department Chair will summarize these results and report the outcomes to the Department in the first faculty meeting of the 2009-2010 academic year.

#### **Academic Year 2009-2010 and beyond:**

Beginning in Fall 2009, the Economics Department will extend the coverage of the Proficiency Rubric question to the final exams of the Core Intermediate Economics courses (ECON 311, 312, 320), in addition to the Principles courses. To the extent possible, the Proficiency Rubric question will also be extended to required Concentration courses (ECON 350, 370, and 372)

Again, student performance on these questions will be provided by the faculty members teaching these courses to the Department Chair. The Department Chair will summarize these results and report the outcomes to the Department in the first faculty meeting of the next academic year.

\*\*Below is a template that could be used to evaluate linked groups of Program Goal Learning Outcomes. The Rubric focuses on levels of proficiency, but is easily converted into a numerical grade scheme for use on a final exam with several other questions.

**Microeconomics I Linked Learning Outcomes:**

Program Goals	Associated Learning Outcomes	Unsatisfactory	Marginal	Satisfactory	Proficient	Excellent
<b>1. Understand economic terminology and the fundamental theoretical approaches of the discipline.</b>						
ii.	Describe the interaction of demand and supply in a market for an economic good or service.					
<b>2. Employ economic reasoning and theory to analyze the structure of economic events and problems.</b>						
i.	Analyze the impact of an external event on the market for an economic good or service in both the short run and the long run.					
<b>3. Employ economic reasoning and theory to analyze important government policy responses and their impacts on the economy.</b>						
i.	Analyze the impact of a government tax on the outcomes of a market for an economic good or service.					

\*\*Other possible linked Program Goal Learning Outcome Statements are provided in the Tables below. Once the definitions for {Unsatisfactory, Marginal, Satisfactory, Proficient, and Excellent} are provided within the context of the course and question, question grades provide an insight into student knowledge and skills.

**Microeconomics II Linked Learning Outcomes:**

Possible use in ECON 101/111 Principles of Microeconomics, ECON 311 Intermediate Microeconomics, ECON 350 Money & Banking, ECON 370 International Trade, ECON 372 Economic Development, etc.

Program Goals	Associated Learning Outcomes	Unsatisfactory	Marginal	Satisfactory	Proficient	Excellent
<b>1. Understand economic terminology and the fundamental theoretical approaches of the discipline.</b>						
i.	Define the role of benefits and costs in the allocation of scarce economic resources.					

<b>2. Employ economic reasoning and theory to analyze the structure of economic events and problems.</b>						
ii.	Discuss the impact of the competitive structure of an industry on important market variables in both the short run and long run.					
iv.	Use a simple algebraic economic model to formulate and investigate an economic problem.					
<b>3. Employ economic reasoning and theory to analyze important government policy responses and their impacts on the economy.</b>						
ii.	Discuss the problems that can arise as a result of an industry's competitive structure and how a government may respond.					

**Macroeconomics Linked Learning Outcomes:**

Possible use in ECON 102/112 Principles of Macroeconomics, ECON 312 Intermediate Macroeconomics, ECON 451 Monetary Economics, ECON 471 International Finance, etc.

<b>Program Goals</b>	<b>Associated Learning Outcomes</b>	Unsatisfactory	Marginal	Satisfactory	Proficient	Excellent
<b>1. Understand economic terminology and the fundamental theoretical approaches of the discipline.</b>						
iii.	Define the nature of aggregate economic relationships between major macroeconomic variables and decision-makers.					
<b>2. Employ economic reasoning and theory to analyze the structure of economic events and problems.</b>						
iii.	Analyze the impact of an external event on the aggregate economy in the short run and long run.					
v.	Use a graphical economic model to formulate and investigate an economic problem.					
<b>3. Employ economic reasoning and theory to analyze important government policy responses and their impacts on the economy.</b>						
iii.	Analyze the impacts of government fiscal and monetary possible on the aggregate economy in the both the short run and long run.					

### Quantitative Methods Linked Learning Outcomes:

Possible use in ECON 120 Economic Methods and ECON 320 Econometrics, etc.

<b>Program Goals</b>	<b>Associated Learning Outcomes</b>	Unsatisfactory	Marginal	Satisfactory	Proficient	Excellent
	<b>1. Understand economic terminology and the fundamental theoretical approaches of the discipline.</b>					
iv.	Describe a regression model of an economic theory and estimate the model using actual economic data.					
	<b>2. Employ economic reasoning and theory to analyze the structure of economic events and problems.</b>					
iv.	Use a simple algebraic economic model to formulate and investigate an economic problem.					
vi.	Use an estimated economic model to test an economic theory.					
	<b>3. Employ economic reasoning and theory to analyze important government policy responses and their impacts on the economy.</b>					
iii.	Apply economic analysis to problems that arise in other areas of economics and possible government policy options to these problems.					