

ECON 1401 - Microeconomics

Project Description:

Our lives are very dependent on many different products that untold numbers of people are involved in making available to us. The purpose of this project is to gain a deeper understanding of what is involved in the production and distribution of just one of those products. Since products are not created by the effort of just one person, this project will not represent the effort of just one. Working as a member of a group of 3 or 4, you will ultimately create a poster which presents your joint findings about the product.

Project Elements: (specifics discussed below)

1. Short Paper
2. Progress Report
3. Poster
4. Evaluation

Short Paper: (Deadline)

The short paper is a proposal outlining what the group plans to do and how it plans to do it. The paper should include the following:

- Short discussion of the product you are going to investigate
- Major issues related to the product (use the “additional elements” as a guide)
- An outline of what each group member is planning to do from the list of required and additional elements (see below) along with proposed deadlines for completing
- Proposed plan to divide up the work to put the poster together
- Bibliography (possible sources of information)

Progress Report: (Deadline)

The progress report is a summary of the activities of the group to date. The progress report should include the following:

- What has been done to complete what was proposed in the short paper
- Any changes that have been made in the plan of what you are doing
- Any challenges encountered by the group in trying to complete this project
- What is left to be done and updated timeline for completion
- Bibliography

Poster: (Deadline)

The poster (digital) represents the final output of the group. It is how the group will tell the class about the product chosen and what the group felt was important for the class to know about the product. The poster should include the required and additional elements proposed in the short paper subject to any revisions mentioned in the progress report. The poster must be sent to me by email by the deadline. (Poster can be created using PowerPoint – maximum size 42” x 36”. Will be uploaded to OpenLab)

Evaluation: (Deadline)

Group self-evaluation - Individually, each group member will divide up a hypothetical \$1000 among the group members, including yourself, based on the contribution of each member to the project (equal amounts cannot be assigned).

Group evaluation of all posters – after looking at what the other groups have done you, as a group, will rate all of the posters, including your own, using the attached rubric.

Required Elements:

- Description of the product – What is the product?
- Description of the company that makes the product
- Where is the product assembled?
- How long has the product been made?
- Is the product likely to be made 20 years from now?
- Are there any negative aspects to this product?

Additional Elements: (Each member of the group picks one)

- How is the product made?
- What sorts of people are involved in the production of this product? How much do they make? Where do they live? How long, on average, do people do this job?
- (If applicable) What role might someone with the degree and major that you are pursuing play in the production of this product?
- How does the product get to the place where you might buy it? What steps are involved?
- Who are the main competitors? How do the products they offer compare?
- How has the product evolved over time? Why has the product changed? Have any mistakes been made along the way?
- Who buys this product? How do the buyers influence where the product is sold, its price, quality, etc.?
- Who was the person with the dream that made the product a reality?
- What happens to the packaging that this product came with and to the product itself when you are done with it?
- Other - If there is another angle that you would like to pursue, feel free to run the idea past me.

General Education Learning Outcomes:

LEARNING OUTCOMES	SPECIFIC OUTCOME
SKILLS: Develop and use the tools needed for communication, inquiry, analysis, and productive work	Communication - Communicate in diverse settings and groups, using written and visual means
VALUES, ETHICS, AND RELATIONSHIPS Understand and apply values, ethics, and diverse perspectives in personal, professional, civic, and cultural/global domains	Professional/Personal Development - Work with teams, including those of diverse composition. Build consensus. Global/Multicultural Orientation - Demonstrate expanded cultural and global awareness and sensitivity.

High Impact Educational Practices:

Collaborative assignments and projects

Open Digital Pedagogy (the OpenLab)

Project Grading Rubric

Names: _____

Poster #: _____

Content:	Minimum Standard (1)	Average (2)	Above Average (3)	Exceptional (4)	Total (points)
Product Discussed	No	Basic information given	Most of the necessary information is provided	Detailed explanation given	
Questions Answered	No	Some questions answered	All questions answered with basic facts	Questions answered in detail	
Accuracy of Information	Substantial Inaccuracies	Some inaccuracies	Minor inaccuracies	No inaccuracies found	
Quality and Variety of Sources cited	No citations	Superficial web-based sources	Good mix of sources	Sophisticated mix of sources including print and web	
					Total:
Presentation:					
Organization of Content	Key points are difficult to identify and find	Most key points can be identified but content is not logically organized; there are a few distracting elements	Most key points can be identified and are mostly logically organized	Key points can be identified and are logically organized	
Visually Effective	Presentation not neat; colors distract from content; text is too small	Presentation is neat	Presentation is neat but could be more visually engaging	Presentation is elegantly designed and visually engaging	
					Total:

Comments: