Degree Applicable

Glendale Community College
October 2014

COURSE OUTLINE

Economics 101 (C-ID Number: ECON 201)
Principles of Microeconomics (C-ID Title: Principles of Microeconomics)

I. Catalog Statement

Economics 101 is an introductory course focusing on choices of individual economic decision-makers. Topics include scarcity, specialization and trade, market equilibrium, elasticity, production and cost theory, market structures, factor markets, and market failure.

Total Lecture Units: 3.0
Total Course Units: 3.0

Total Lecture Hours: 48.0
Total Faculty Contact Hours: 48.0

Prerequisite: ECON 102; MATH 141, 146, or 246b

II. Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

1. recognize the analytical methodology of economic inquiry and identify competing schools of thought in this inquiry;
2. apply the categories of national income accounting to macroeconomic situations;
3. describe a simple contemporary model or the aggregate supply/aggregate demand model and apply this model to macroeconomic situations;
4. evaluate economic problems of unemployment, inflation and economic growth;
5. identify the contemporary role of banks, money, and national banks in monetary policy;
6. evaluate historical and contemporary use of fiscal and monetary policy;
7. organize and write a thesis-driven, organized essay which is at least three paragraphs in length;
8. interpret bar and line graphs;
9. use simple algebraic equations;
10. calculate elementary functions such as percentage change.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. utilize the concept of scarcity to explain economic trade-offs, opportunity costs, and rational behavior;

2. calculate and interpret measures of elasticity;
3. demonstrate how markets function and what happens in the presence of market failures;
4. analyze production and costs of the firm;
5. demonstrate how firms attempt to optimize their objectives in response to price signals under a variety of market structures in the short and long-run.

IV. Course Content — Total Faculty Contact Hours = 48

A. Introduction — 16 hours
1. Nature and scope of microeconomics
2. Economic methodology
3. Scarce resources and economic problems
4. Specialization and gains from trade
5. Capitalism and other economic systems
6. Production possibilities model
7. History of economic society
8. The market mechanism and the role of government

B. Microeconomic Foundations — 16 hours
1. Demand, supply and market equilibrium
2. The price system and substitution
3. Elasticity of demand and supply
4. The law of demand
5. Marginal utility
6. Applications of supply and demand
7. Introduction to factor markets

C. Four Basic Market Structures — 16 hours
1. Costs of production and theory of the firm
2. Perfect competition, monopoly, monopolistic competition, and oligopoly
3. Pricing policies and profit maximization
4. Law of diminishing returns
5. Output determination
6. Market concentration and anti-trust
7. Market failure, externalities and government intervention

V. Methods of Instruction

The following methods of instruction may be used in the course:
1. lecture and class discussion;
2. small group projects and activities;
3. library, computer lab and internet-based assignments.

VI. Out of Class Assignments

The following out of class assignments may be used in the course:
1. homework assignment (e.g. analyses of current events in newspaper articles);
2. short papers or essays (e.g. comparison of different perspectives on a policy question);
3. analyses of computer based economic simulations. (e.g. U.S. tax incidence simulation).

VII. Methods of Evaluation

The following methods of evaluation may be used in the course:
1. two to four mid-term examinations, at least one third of which will require critical thinking essay problems;
2. a final examination, at least one third of which will require critical thinking essay or problems.

VIII. Textbook(s)

Schiller, Bradley, Cynthia Hill, and Sherri Wall. *The Micro Economy Today.* 13th ed. New York: McGraw Hill, 2012. Print.
12th Grade Reading Level. ISBN 978-0077416539.

IX. Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:
1. identify the key elements of the demand and supply market mechanism model and use the model to critically analyze real world examples;
2. explain how prices and quantities are determined under conditions of perfect competition, imperfect competition and monopoly;
3. describe and compare the costs and benefits to society and consumers of each of the four basic market structures;
4. explain the characteristics and consequences of elasticity of demand, as well as problems using this concept;
5. describe the historical and contemporary impact of market concentration and anti-trust policies in the U.S. economy and critique the role of government enforcement of laws relevant to these;
6. summarize the theory of the firm and profit maximization as it relates to various market structure and their impact on consumers.