GENERAL COURSE DESCRIPTION:

This 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.

COURSE CONTENT:

1. Fundamentals of Economic Thinking
   a. Scarcity
   b. Opportunity Costs
   c. Production Possibilities
   d. Marginal Analysis
   e. Rational Behavior
   f. Positive v. Normative Distinction

2. How Markets Operate
   a. Definition of a market
   b. Factors of production
   c. Supply and demand
   d. Price mechanism
   e. Producer and consumer surplus
   f. Price controls

3. Elasticity

4. Consumer demand

5. Production and cost in the firm
   a. Introduction to the production function
   b. Marginal and average product
   c. Law of diminishing returns
   d. Explicit and implicit cost
   e. Accounting profit v. economic profit
   f. Total cost, average cost and marginal cost in short-run
   g. Short-run production decisions
   h. Long run average cost curve
   i. Economies and diseconomies of scale

6. Market structures
   a. Perfect competition
   b. Monopoly
   c. Monopolistic competition
   d. Oligopoly
Course Objectives: *At the conclusion of this course, the student should 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.

Methods of Evaluation:

Assessed written work is recommended for this course and may include any of the following (colleges are encouraged to work with local CSU and UC departments to determine writing requirements):

- Current event analysis
- Term papers
- Essay questions on exams

Exams and Quizzes containing one or more:

- Multiple Choice questions
- Short answers
- Problem Solving
- True/False
- Essays
- Homework Problem Sets
- Presentations
- Debates and class discussion
- Group projects
- Experiments

Sample Textbooks, Manuals, or Other Support Materials

These are two-semester textbooks covering both Macroeconomics and Microeconomics. The one-semester edition covering only Microeconomics is acceptable.

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher</th>
</tr>
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<tbody>
<tr>
<td>Economics</td>
<td>Boyes, W., Melvin, M.</td>
<td>Mason, OH: Cengage</td>
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<tr>
<td>Principles of economics</td>
<td>Case, K. E., Fair, R. C., &amp; Oster, S. M.</td>
<td>Boston: Prentice-Hall</td>
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<tr>
<td>Modern principles of economics</td>
<td>Cowen, T., &amp; Tabarrok, A.</td>
<td>New York: Worth</td>
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<tr>
<td>Principles of economics</td>
<td>Frank, R. H., &amp; Bernanke, B. S.</td>
<td>New York: Worth</td>
</tr>
<tr>
<td>Economics</td>
<td>Krugman, P. &amp; Wells, R.</td>
<td>New York: Worth</td>
</tr>
<tr>
<td>Principles of economics</td>
<td>Mankiw, N. G.</td>
<td>Mason, OH: Cengage Learning</td>
</tr>
<tr>
<td>Economics today</td>
<td>Miller, R. L.</td>
<td>Boston: Pearson</td>
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<td>Principles of economics</td>
<td>Rittenberg, L., &amp; Tregarthen, T.</td>
<td>Flat World Knowledge</td>
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<td>The economy today</td>
<td>Schiller, B. R.</td>
<td>New York: McGraw-Hill Irwin</td>
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<tr>
<td>Exploring economics</td>
<td>Sexton, R. L.</td>
<td>Mason, OH: Cengage Learning</td>
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<tr>
<td>Economics for today</td>
<td>Tucker, I. B.</td>
<td>Mason, OH: Cengage Learning</td>
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Date: 8/7/12