

COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

Prepared by: Stephen L. West, MBA
Revised by: Kathy D. Emmons, MBA, EdD
General Education Outcomes reviewed: Paul Holbrook
Revised by P. Holbrook
Revised by: P. Holbrook
Status: Permanent

December 4, 1991
April 11, 1997
March 23, 2001
Spring 2003
Spring 2011

A. Identification:

1. Subject Area: Economics (ECN)
2. Course Number: 205 SUN #ECN 2202
3. Course Title: Microeconomic Principles
4. Credit Hours: 3
5. Course Description: Microeconomic topics of market structures, elasticity, price and output determination, and general equilibrium. General Education: Social and Behavioral Sciences. Three lecture.

B. Course Goals: To prepare students to interact in the economic environment and to understand the impact that changes in the global arena have on various market structures.

C. Course Outcomes:

Upon successful completion of this course, students will demonstrate the following:

1. define economic vocabulary;
2. examine and explain the structure of the American economic system;
3. analyze and explain the demand cycle and consumer choice and interpret graphical representation;
4. summarize market influences and theories;
5. analyze the impact which world economic policy has had on business growth and development within the USA;
6. discuss how market failure costs the U.S. economy;
7. and explain what factor markets are and discuss how they function.

D. Assessment of Course Outcomes will include:

1. instructor assigned reading and homework;
2. departmental exam questions and/or project.

E. Course Content will include the following topics:

1. Introduction to economics: definitions, theory and the economic environment
2. Demand and consumer choice: including graphical representation of supply and demand
3. Markets
4. Factor markets
5. Market failure, government failure, and public choice
6. The world economy