COURSE OUTLINE
Principles of Microeconomics

Course Description
EC 200. Principles of Microeconomics. 3 hours credit. This course will enable the student to apply economic concepts to personal and work-related decision making by evaluating the actions and choices of individuals and companies. The student will study microeconomic issues and problems, such as competition and monopoly, pricing, costs, consumer demand, and producer supply. The student will develop a theoretical framework for microeconomic analysis and apply this theory to practical domestic and international economic policy problems. The learning outcomes and competencies detailed in this outline meet, or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Project for this course, as approved by the Kansas Board of Regents (Transfers as ECO1010).

Required Materials
For complete material(s) information, refer to https://bookstore.butlercc.edu

Butler-assessed Outcomes
The intention is for the student to be able to:
1. Calculate production costs
2. Categorize production costs.

Learning PACT Skills that will be developed and documented in this course
Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Analytical Thinking Skills
Critical thinking - By using calculations of costs, the student will apply the cost categories to a case study.

Communication Skills
Creation and delivery of messages - By using calculations and categories of costs, the student will deliver the information in written or oral form.

Technology Skills
General computer use - Through electronic-facilitated research and preparation of informative presentations, the student will develop basic computer skills.

Major Summative Assessment Task(s)
These Butler-assessed Learning Outcomes and the Learning PACT skills will be demonstrated by:
1. Producing a computer-generated (T skill) presentation (C skill) outlining a solution to a company's costs from a case study (A skill).
Skills or Competencies
Actions that are essential to achieve the course outcomes:
1. Describe the categories of costs
2. Calculate total, average, and marginal costs
3. Calculate labor costs and capital costs
4. Calculate the profit and loss scenario

Learning Units
I. Economic foundations
   A. Scarcity
   B. Opportunity cost
   C. Benefit/cost
   D. Marginal analysis

II. Production and trade
   A. Production possibilities frontier (PPF)
      1. Straight-line PPF
      2. Bowed-out PPF
   B. Trade
      1. Comparative advantage
      2. Specialization and gains from trade
   C. International trade
      1. Terms of trade
      2. Trade restrictions

III. Supply and demand
   A. Demand/supply vs. quantity demanded/quantity supplied
   B. Determinants of supply and demand
   C. Equilibrium price and quantity
   D. Price controls
      1. Price ceilings
      2. Price floors

IV. Elasticity
   A. Price elasticity of demand
      1. Midpoint formula
      2. Determinants
      3. Total revenue
   B. Other elasticity concepts
      1. Cross elasticity
      2. Income elasticity
      3. Price elasticity of supply

V. Consumer choice
   A. Utility theory
      1. Total and marginal
2. Law of diminishing marginal utility
B. Consumer equilibrium
C. Behavioral economics

VI. Market failure
A. Externalities
B. Public goods
C. Asymmetric information

VII. Production and costs
A. Accounting vs. economic profit
B. Short-run production
   1. Marginal physical product
   2. Total, average, and marginal costs
   3. Cost curves
C. Long-run production
   1. Total, average, and marginal costs
   2. Cost curves
   3. Economies and diseconomies of scale
   4. Minimum efficient scale

VIII. Perfect competition
A. Characteristics
B. Total and marginal revenue
C. Total, average, and marginal costs
D. Short-run scenarios
   1. Profit
   2. Loss
   3. Shut-down
E. Long-run equilibrium

IX. Monopoly
A. Characteristics
B. Total and marginal revenue
C. Total, average, and marginal costs
D. Short-run scenarios
   1. Profit
   2. Loss
E. Long-run equilibrium

X. Monopolistic competition
A. Characteristics
B. Total and marginal revenue
C. Total, average, and marginal costs
D. Short-run scenarios
   1. Profit
2. Loss
   E. Long-run equilibrium

XI. Oligopoly
   A. Characteristics
   B. Cartel theory
   C. Game theory

XII. Factor Markets
   A. Marginal revenue product and marginal factor cost calculation
   B. Factor demand curve
   C. Factor supply curve
   D. Least-cost rule
   E. Wages
   F. Rent

Learning Activities
Learning activities will be assigned to assist the student to achieve the intended learning outcomes through lecture, instructor-led class discussion, guest speakers, group activities, drills/skill practice, and other activities at the discretion of the instructor.

Grade Determination
The student will be graded on learning activities and assessment tasks. Grade determinants may include the following: daily work, quizzes, chapter or unit tests, comprehensive examinations, projects, presentations, class participation, and other methods of evaluation at the discretion of the instructor.