

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Principles of Microeconomics **Course:** ECN* 102

Course Description: 3 credits

Microeconomics is the study of choices that individuals and firms make and the influence that governments exert on these choices – including price responses and market models, cost benefit analysis and rationality.

“Economists have been more interested in what it means to be rational. And, since the 1970s, they have broadly opened up the question of what it means to be economically rational, with experimental and theoretical studies of bounded rationality, learning theory, contracting theory, and how people value different choices in different kinds of situations.” (Morgan, 2012, p. 355).

Pre-requisite/Co-requisite: Eligibility for ENG* 101 or ENG* 101W, and MAT* 137x, with a grade of C or better.

Goals:

The overall course goals are:

1. To develop an understanding of basic microeconomic concepts.
2. Identify and define the characteristics of different competitive market structures including perfect competition, monopolistic competition, monopolies, and oligopolies.
3. To be able to identify the key components of elasticity and marginal utility theory.
4. Describe the principles of economic cost and profit.
5. Illustrate and interpret microeconomic models. Models are a big part of this course!

“By the late twentieth century, economics had become heavily dependent on a set of reasoning tools that economists now call ‘models’: small mathematical, statistical, graphical, diagrammatic, and even physical objects that can be manipulated in various different ways.... Models in economics are still mostly pen-and-paper objects depicting some aspect of the economy in a schematic, miniaturized, simplified, way.” (Morgan, 2012, p. 2-3).

Outcomes:

Upon completion of this course, students should be able to:

1. Interpret data presented in tabular and graphical form.
2. Apply the concepts of economies of scale, diseconomies of scale and constant returns to scale.
3. Distinguish between marginal cost, total cost, fixed and variable costs.
4. Evaluate systematic risk and assess the impact on economic growth.
5. Apply the concept of marginal utility and average utility, and answer questions that require an understanding of how they are related.
6. Apply the concepts of supply and demand and elasticity.
7. Measure the value realization, value creation and value capture of a firm.
8. Contrast the stock (equity) and bond (debt) markets and be able to perform stock & bond valuation calculations.
9. Apply the law of diminishing returns.
10. Apply the economic principles of economic cost and profit to a firm.

11. Apply income determination principles to microeconomic models.
12. Examine how knowledge, scale, and transactions impact the Growth Theory of the Firm (Penrose, 1959; Morroni, 2006).