

Virginia Western Community College

ECO 202

Principles of Microeconomics

Prerequisites

None

Course Description

Presents the fundamental microeconomic concepts, theories, and issues including the study of scarcity and opportunity cost, supply and demand, elasticities, marginal revenues and costs, profits, production and distribution. Develops an appreciation of how these economic concepts apply to consumer and business decisions, and their effect on the individual.

Semester Credits: 3

Lecture Hours: 3

Required Materials

1. Textbook
2. Internet access
3. Canvas

Textbook:

Colander, David. *Microeconomics*. New York: McGraw-Hill/Irwin, 12th ed., 2017.
ISBN: 9781266477690.

If an OER ECO 202 section, the following course materials will be used:

Taylor, Timothy: *Microeconomics*, OpenStax College, 2022. ISBN: 9781711471495.

Other Required Materials:

None

Course Outcomes

At the completion of this course, the student should be able to:

Communication	<ul style="list-style-type: none"> Effectively communicate economic theory and concepts.
Problem Solving	<ul style="list-style-type: none"> Identify and solve problems using microeconomic theory and methodology.

Course Major Topics	Specific Student Content Learning Outcomes for Topic/Unit The student will be able to...
Unit: Introduction to Economics Topics: Scarcity; Choice; Opportunity Costs; Comparative and Absolute Advantage	<ul style="list-style-type: none"> Illustrate the impact of scarcity and choice with economic models. Analyze the differences between comparative and absolute advantage and demonstrate how trade can be beneficial with both.
Unit: Demand and Supply Topics: Demand; Supply; Market Equilibrium and Disequilibrium; Coase Theorem; Government Intervention	<ul style="list-style-type: none"> Apply the demand and supply model. Analyze the impacts of the determinants on the demand and supply models. Illustrate market equilibrium on the demand and supply model. Analyze the impact of market failure on demand and supply. Apply the Coase Theorem to solve market disequilibrium caused by externalities. Analyze the impact of government intervention on demand and supply.
Unit: Elasticity Topics: Elasticity of Demand; Elasticity of Supply; Income Elasticity; Cross-Elasticity	<ul style="list-style-type: none"> Assess the impact of elasticity on consumers and producers. Compute statistical data to measure elasticity to quantify demand and production decisions.
Unit: Production and Costs Topics: Costs; Short-Run Production Costs and Decision-Making Process; Long-Run Costs and Decision-Making Process; Trade Barriers	<ul style="list-style-type: none"> Analyze the impact of costs of production on the short-run and long-run. Illustrate the changes on the cost curves. Analyze the impact of trade on production decisions.

Unit: Market Structures Topics: Perfect Competition; Pure Monopoly; Monopolistic Competition; Oligopoly	<ul style="list-style-type: none"> • Compare and contrast the impact of the costs of production on the market structures (pure competition; pure monopoly; monopolistic competition; and oligopoly). • Illustrate the changes on the cost curves.
Unit: Labor Markets and Income Topics: Perfect Competition; Monopsony; Unions; Income	<ul style="list-style-type: none"> • Assess the costs of labor on production decisions. • Illustrate the changes on the cost curves. • Analyze the impact of trade labor markets.

Topical Description

1	What is economics
2	Economic reasoning
3	Production possibilities curve
4	Trade
5	Economic Institutions
6	Supply and Demand
7	Supply and demand applications
8	Economic reasoning
9	Elasticity
10	Taxation and government intervention
11	International trade
12	Choice
13	Game theory
14	Production and cost analysis
15	Perfect completion
16	Monopoly
17	Monopolistic competition
18	Oligopoly
19	Real world competition and technology
20	Antitrust policy and regulation
21	Labor markets
22	Rents, Profits, and Interest
23	Market failure
24	Behavioral economics

Notes to Instructors

[ADA Statement \(PDF\)](#)

[Title IX Statement \(PDF\)](#)