

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS AND ECONOMICS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

ECON 110 PRINCIPLES OF MICROECONOMICS (3 units)

Three hours of lecture per week.

The application of economic reasoning to the decisions of consumers and producers. Topics include opportunity cost, resource allocation, the price system, the organization of industry, market failures, distribution of income, public sector economics.

GenEd: D

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	3	1	25
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Bachelor of Science program in Business and for the minor in Economics. An understanding of the decisions of consumers and producers is essential for students of business and economics. This course will provide business and economics students with the knowledge, skills, and abilities to understand the economic behavior of consumers and producers, the nature of the price system, market structures, and public policy.

Learning Objectives:

Students who successfully complete this course will be able to:

- explain the economic behavior of households and individual firms
- describe and apply the scientific method to economic behavior
- apply the principles of supply and demand to determine prices and identify the factors that affect supply and demand .
- describe and distinguish between various forms of market structures
- evaluate the costs and benefits of alternative forms of public policy

4. Is this a General Education Course

YES

NO

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	X
E (Human Psychological and Physiological Perspectives)	

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. The Nature of Economics
- The Economic Problem
- Economics as a Social Science
- The Market Economy

