

Course Map

Aligns course goals, measurable objectives, and assessments before any content is built. Developed with an economics professor; revised 2026.

COURSE

Principles of Microeconomics

Microeconomics focuses on how individual markets work. The emphasis is on how consumers make choices and how privately owned businesses produce goods, set wages, and earn profits. It also examines policies designed to overcome market failure, including antitrust law, taxation, environmental regulation, and the redistribution of income. Tools of analysis include supply and demand, profit maximization in competitive and monopolistic markets, and the tradeoff between incentives and equity in policy design. Microeconomic theory is applied to markets such as energy, software, pharmaceuticals, housing, and labor.

COURSE GOALS

- G1

Have fundamental knowledge of concepts and analytical tools in management, business, and economics, and apply it to identifying, analyzing, and resolving problems.
- G2

Communicate effectively, orally and in writing, using concepts and analytical tools from management, business, and economics.
- G3

Address issues of personal and social responsibility in their organizations and communities.

ALIGNMENT: OBJECTIVES, GOALS, AND ASSESSMENTS

#	Course objective Students will be able to...	Bloom's level	Goals	Assessments
1	Explain the concept of marginal thinking and how it applies to decision-making.	Understand	G1	Discussion 1 Wiki Discussion 2
2	Use the laws of supply and demand, their determinants, and market interactions to forecast how a change in a determinant affects supply or demand, market price, and quantity.	Apply	G1 G2	Written Assignment 1 Discussion 3 Podcast 1
3	Analyze the potential market impact of government policies designed to correct for market failure. UPDATED VERB	Analyze was "Discuss," which is hard to measure	G2	Podcast 1
4	Describe each type of market structure, how they relate to each other, and the potential market outcomes of each.	Understand	G2	Discussion 4 Written Assignment 2 Podcast 2
5	Evaluate how the decisions of individuals affect the outcomes of a particular market.	Evaluate	G3	Discussion 5 Written Assignment 3

Why a table instead of connecting lines: each objective's goals and assessments read across one row, so gaps are easy to spot, and the map works with screen readers when published as an accessible document or LMS page.

Assessment variety: discussions, a collaborative wiki, written assignments, and podcasts give students several ways to show what they know (Universal Design for Learning).