ECON 2610 - Principles 1: Microeconomics

Fall 2026 Syllabus, Section A01, CRN 41652,

Credit hours: 3

Instructor

Tomi Ovaska, Ph.D. (Econ.)

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Public Instructor Information

Instructor Title:
Professor of Economics
Instructor Professional Qualifications:
Ph.D. (Economics), West Virginia University, 2003
M.A. (Political Science), University of Jyväskylä, Finland, 1997
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Course Description

2610. Principles 1: Microeconomics. Introduction to the theory of markets, including the behavior of consumers and the conduct of private and public business enterprise. Effects of monopoly and competition on private and social welfare. The role of government in promoting the economic welfare of consumers, workers, and minorities. 3 s.h.
[Course description continues] In addition, the course examines how individuals and firms make decisions, how prices help allocate scarce resources, and how markets respond to changes in costs, preferences, and government policies. Students will apply basic microeconomic concepts to everyday choices, business decisions, and current economic issues.

Course Readings

Group	Title	Author	ISBN
Required	Microeconomics	McConnell, C., S. Brue, and S. Flynn	
Required	Connect access card	McGraw Hill	

Full citation: McConnell, Campbell, Stanley Brue & Sean Flynn. Microeconomics. 2025 Evergreen Release. *McGraw Hill*: New York, NY.

Note: The Connect access card is required to complete the SmartBook and Role-Play assignments in this course. It is typically included with the course textbook, but it may also be purchased separately through McGraw Hill or selected online retailers.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assessments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Course book: Microeconomics Chapter 1: Limits, Alternatives, and Choices Chapter 2: The Market System And the Circular Flow	. . See chapter title.	, End of week 1: SmartBook Ch. 1-2; Role-play; FeedbackFruits

8/31	Chapter 3: Demand, Supply, and Market Equilibrium Chapter 4: Market Failures Caused by Externalities and Asymmetric Information Chapter 5: Public Goods, Public Choice, and Government Failure	End of week 2: SmartBook Ch. 3-5; Role-play; Discussion
9/7	Chapter 6: Elasticity Chapter 7: Utility Maximization Chapter 8: Behavioral Economics	End of week 3: SmartBook Ch. 6-8; Role-play; FeedbackFruits; Final Project Stage 1/3
9/14	Chapter 9: Businesses and the Costs of Production Chapter 10: Pure Competition	End of week 4: SmartBook Ch. 9-10; Role-play; Discussion
9/21	Chapter 11: Pure Monopoly Chapter 12: Monopolistic Competition	End of week 5: SmartBook Ch. 11-12; Role-play; FeedbackFruits; Final Project Stage 2/3
9/28	Chapter 20: Public Finance: Expenditures and Taxes Chapter 23: Income Inequality, Poverty, and Discrimination Chapter 25: Immigration	End of week 6: SmartBook Ch. 20, 23, and 25, Role-play; Discussion
10/5	Chapter 26: International Trade Chapter 28: The Economics of Developing Countries END OF COURSE	End of week 7: SmartBook Ch. 26 & 28; Role-play; FeedbackFruits; Final Project Stage 3/3

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.