

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ECO 110 – CONSUMER ECONOMICS (3 CR.)

Course Description

Fosters understanding of the American economic system and the individual's role as a consumer. Emphasizes application of economic principles to practical problems encountered. Alerts students to opportunities, dangers, and alternatives of consumers. Lecture 3 hours per week.

General Course Purpose

The purpose of this course is to educate the student in some of the basic principles of economic analysis and then apply some of these analytical constructs to practical problems encountered in everyday life.

Course Prerequisites/Corequisites

None

Course Objectives

Upon completing the course, the student will be able to:

- a) Recognize and describe some of the basic principles of economic analysis
- b) Identify some of the basic consumer issues facing well informed citizens
- c) Evaluate opportunities, dangers, and alternatives facing him as a consumer
- d) Analyze some of the major topics listed below using the principles of economic analysis

Major Topics to be Included

- a) Role of consumers in society
- b) Personal consumer decisions and their impact on the economic system
- c) Money management and budgeting
- d) Banking and consumer credit
- e) Housing
- f) Transportation
- g) Insurance
- h) Estate planning
- i) Consumer protection