AP Microeconomics studies the behavior of individuals and businesses as they exchange goods and services in the marketplace. Students will learn why the same product costs different amounts at different stores, in different cities, at different times. They'll also learn to spot patterns in economic behavior and how to use those patterns to explain buyer and seller behavior under various conditions. Microeconomics studies the economic way of thinking, understanding the nature and function of markets, the role of scarcity and competition, the influence of factors such as interest rates on business decisions, and the role of government in promoting a healthy economy. The equivalent of a 100-level college course, AP Microeconomics prepares students for the AP exam and for further study in business, history, and political science.

This course has been authorized by the College Board® to use the AP designation.

*Advanced Placement® and AP® are registered trademarks and/or owned by the College Board, which was not involved in the production of, and does not endorse this product.

Length: One semester

UNIT 1: WHAT IS ECONOMICS?

LESSON 1: WHAT IS ECONOMICS?

Practice: Introducing Microeconomics
Go over the format and goals of the course. See how to succeed in the course and what to expect on the AP exam.
Duration: 0 hrs 30 mins

Discuss: Why Study Economics?
Before exploring the details of microeconomics, discuss your definition of economics and reasons for studying it with your classmates.
Duration: 0 hrs 30 mins Scoring: 10 points

Study: Introduction to Economics
Explore the basics of economics, including goods, services, markets, and a fundamental concept of economics: scarcity.
Duration: 1 hr 15 mins

Discuss: Scarcity and Value
Discuss concepts of scarcity and value.
Duration: 0 hrs 30 mins Scoring: 10 points

Study: Economic Tools: Graphs and Equations
Review basic concepts about graphs, equations, slopes and intercepts and see how to apply these skills as you work with income graphs and formulas.
Duration: 1 hr

Study: Economic Systems
Examine the major questions each economic society faces and explore the different ways traditional, command, and mixed economies answer these questions.
Duration: 1 hr 15 mins

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 20 points

LESSON 2: WRAP-UP

Review: What Is Economics?
Review your studies of basic economic terms.
Duration: 2 hrs
UNIT 2: BASIC ECONOMIC CONCEPTS

LESSON 1: COSTS, BENEFITS, AND PPF

Study: Costs and Benefits
Examine definitions of costs and benefits and the idea of self-interest. Analyze decision alternatives by considering the opportunity costs.
Duration: 1 hr 15 mins

Discuss: Weighing Costs and Benefits
Discuss how you would weigh costs and benefits in various situations.
Duration: 0 hrs 30 mins Scoring: 10 points

Study: Production Possibilities Frontier
See how economists use a Production Possibilities Frontier (PPF) graph to analyze the opportunity costs of a decision.
Duration: 1 hr 30 mins

Practice: Investigate the PPF
Investigate the PPF curve and factors that affect it.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Basic Economics
Use the tools of the PPF and marginal analysis to answer questions about production, cost, trade, and value.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 20 points

LESSON 2: PRODUCTION AND TRADE

Study: Individual Production and Trade
Look at issues related to specialization and trade. Explore the use absolute advantage and comparative advantage to rank producers’ ability to produce goods.
Duration: 1 hr 30 mins

Practice: Investigate Absolute and Comparative Advantage
Practice calculating comparative and absolute advantage.
Duration: 0 hrs 30 mins Scoring: 20 points

Discuss: Comparative Advantage
Answer a classmate's question about comparative advantage, and pose a question for another classmate.
Duration: 0 hrs 30 mins Scoring: 10 points

Study: National Production and Trade
Look at the PPF for an entire economy and examine the issues related to trade between countries.
Duration: 1 hr 30 mins
LESSON 3: THE SCIENTIFIC TOOLS OF ECONOMICS
Study: The Scientific Method
See how economists, and other scientists, develop theories and test their ideas.
Duration: 1 hr 30 mins

Discuss: Economics and the Scientific Method
Discuss the particular challenges faced by economists using the scientific method.
Duration: 0 hrs 30 mins

Study: Theories and Models
Explore the various ways ideas can be represented as models. Look at four types of models: verbal, numeric, graphic, and algebraic.
Duration: 1 hr 15 mins

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 4: WRAP-UP
Review: Basic Economic Concepts
Review your studies of basic economic concepts.
Duration: 2 hrs

Practice: Basic Economic Concepts
Using common economic terms and concepts, complete a crossword puzzle.
Duration: 0 hrs 30 mins

Discuss: Cram Session
Discuss basic economic concepts and areas about which you are unclear.
Duration: 0 hrs 30 mins

Test (CS): Basic Economic Concepts
Duration: 0 hrs 40 mins Scoring: 90 points

Test (TS): Basic Economic Concepts
Duration: 0 hrs 20 mins Scoring: 45 points

UNIT 3: DEMAND, SUPPLY, ELASTICITY, AND CONSUMER CHOICE
LESSON 1: DEMAND
Study: Demand
Explore the basics of consumer demand, and see how to make a demand curve.
Duration: 1 hr

Practice: Investigate Demand
Practice using demand schedules and demand curves.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Determinants of Demand
See what affects consumer demand and how those effects are shown on a graph.
Duration: 1 hr 15 mins
Practice: Investigate Shifts of Demand Curves
Practice shifting demand curves.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Demand and Shifts of Demand Curves
Answer questions on demand and the determinants of demand.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 2: SUPPLY

Study: Supply
Examine supply curves, and see how to make a supply curve.
Duration: 1 hr 15 mins

Practice: Investigate Supply
Practice using supply schedules and supply curves.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Determinants of Supply
See what affects suppliers' decisions to make and sell a good or service and how to show the effects graphically.
Duration: 1 hr 15 mins

Discuss: Another Determinant of Supply?
Explain your opinion about a possible addition to the list of determinants of supply—the number of suppliers in the market.
Duration: 0 hrs 30 mins Scoring: 10 points

Practice: Investigate Shifts of Supply Curves
Investigate how to shift supply curves.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Supply and Shifts of Supply Curves
Answer questions on supply and the determinants of supply.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 3: MARKET EQUILIBRIUM AND PRICE DETERMINATION

Study: Market Equilibrium
Look at supply and demand curves together, and explore the concept of market equilibrium.
Duration: 1 hr 15 mins

Practice: Investigate Market Equilibrium
Practice finding and indicating market equilibrium.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Changes in Equilibrium
See how changes in supply and demand affect market equilibrium, and investigate price floors and price ceilings.
Duration: 1 hr 30 mins

Practice: Investigate Changes in Equilibrium
Practice shifting supply and demand curves, and notice how the shifts affect market equilibrium.
Duration: 0 hrs 30 mins Scoring: 20 points
LESSON 4: ELASTICITY AND CONSUMER CHOICE

Study: Price Elasticity of Demand
See how to measure consumer sensitivity to price changes.
Duration: 1 hr 30 mins

Practice: Investigate Elasticity of Demand
Practice shifting supply and demand curves, and notice how the shifts affect market equilibrium.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Price Elasticity of Supply and Other Elasticities
Examine producer sensitivity to price changes, and consumer sensitivity to income and the prices of related goods.
Duration: 1 hr 15 mins

Practice: Investigate Elasticity of Supply and Other Elasticities
Practice calculating price elasticity of supply, and examine income and cross-price elasticity.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of All Elasticities
Answer questions about price elasticity of supply and demand, income elasticity of demand, and cross-price elasticity of demand.
Duration: 1 hr Scoring: 60 points

Study: Utility
Examine the concepts behind the economic definition of consumer satisfaction.
Duration: 1 hr 30 mins

Practice: Investigate Utility and Consumer Surplus
Practice using the ideas of utility, and explore consumer surplus on a graph.
Duration: 0 hrs 30 mins Scoring: 20 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 5: WRAP-UP

Review: Demand, Supply, Elasticity, and Consumer Choice
Review your studies of demand, supply, elasticity, and consumer choice.
Duration: 2 hrs

Practice: Demand, Supply, Elasticity, and Consumer Choice
Using common terms (referring to demand, supply, elasticity, and consumer choice) complete a crossword puzzle.
Duration: 0 hrs 30 mins

Discuss: Cram Session
Discuss demand, supply, elasticity, and consumer choice and any areas about which you are unclear.
Duration: 0 hrs 30 mins Scoring: 10 points

Test (CS): Demand, Supply, Elasticity, and Consumer Choice
Duration: 0 hrs 40 mins Scoring: 90 points
UNIT 4: FIRM PRODUCTION, COSTS, AND REVENUE

LESSON 1: FIRM PRODUCTION

Study: Business Organization
Examine the main types of business organizations.
Duration: 1 hr 15 mins

Study: Costs and Profits
Examine the concepts behind the economic definition of costs and profits.
Duration: 1 hr 15 mins

Discuss: Costs and Profits of Your Own Business
Choose a type of organization for your own business and discuss issues of cost and profit.
Duration: 0 hrs 30 mins Scoring: 10 points

Study: Production in the Short Run
See graphs of the production of a firm when one or more inputs are fixed in size.
Duration: 1 hr 30 mins

Practice: Investigate Production in the Short Run
Practice creating marginal product curves, and answer questions about the production of a firm in the short run.
Duration: 0 hrs 30 mins Scoring: 20 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 2: COSTS IN THE SHORT RUN AND LONG RUN

Study: Costs in the Short Run
See graphs of the cost curves of a firm when one or more inputs are fixed in size.
Duration: 1 hr 30 mins

Practice: Investigate Costs in the Short Run
Practice using tables and graphs with the different short-run cost information for a firm.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Costs in the Long Run
Watch the short-run cost curves be enveloped by the long-run cost curve.
Duration: 1 hr 30 mins

Practice: Investigate Costs in the Long Run
Practice identifying economies of scale, and use short-run cost curves to create a long-run cost curve.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Short-Run Costs, Long-Run Costs, and Profit
Answer questions about the production and costs faced by a firm in the long and short run.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 3: WRAP-UP

Review: Firm Production, Costs, and Revenue
Review your studies of production and costs.
Duration: 2 hrs
Practice: Firm Production, Costs, and Revenue
Using common terms (referring to production and costs) complete a crossword puzzle.
Duration: 0 hrs 30 mins

Discuss: Cram Session
Discuss production and costs and any areas about which you are unclear.
Duration: 0 hrs 30 mins Scoring: 10 points

Test (CS): Firm Production, Costs, and Revenue
Duration: 0 hrs 40 mins Scoring: 90 points

Test (TS): Firm Production, Costs, and Revenue
Duration: 0 hrs 20 mins Scoring: 45 points

UNIT 5: MARKET STRUCTURE

LESSON 1: PERFECT COMPETITION

Study: Perfect Competition, Part 1
Explore the characteristics of perfectly competitive markets.
Duration: 1 hr 45 mins

Practice: Investigate Perfect Competition, Part 1
Investigate the characteristics of the perfect competition market structure, and practice calculating profit maximization.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Perfect Competition, Part 2
Building on your knowledge of the basics, learn more about perfectly competitive markets, including the question of efficiency.
Duration: 1 hr 45 mins

Practice: Investigate Perfect Competition, Part 2
Practice working with the perfect competition graphs, including the long-run situation and the issue of efficiency.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Perfect Competition
Answer questions about perfect competition.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 2: MONOPOLY AND MONOPOLISTIC COMPETITION

Study: Monopoly
See how to determine the profit-maximizing level of output and price the monopolist will choose, and find out about efficiency in a monopoly market.
Duration: 1 hr 45 mins

Practice: Investigate Monopoly
Practice drawing marginal-revenue curves, and find the profit-maximizing level of output for a monopolist.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Monopolies: Special Cases
Examine the basics of price discrimination, and see which firms are natural monopolies.
Duration: 1 hr 45 mins

Practice: Investigate Natural and Price-Discriminating Monopolies
Investigate the cost curves of a natural monopoly, and work on profit maximization when the monopolist can price discriminate.
Duration: 0 hrs 30 mins Scoring: 20 points
Lesson 3: Oligopoly

Study: Oligopoly
See the main characteristics of an oligopoly market, and find out about profit maximization in an oligopoly.
Duration: 1 hr 15 mins

Practice: Investigate Oligopoly
Answer questions about oligopolies.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Oligopoly Models
Examine how to categorize the main types of oligopoly interaction.
Duration: 1 hr 45 mins

Practice: Investigate Oligopoly Models
While examining the different oligopoly models, practice working with graphs and tables.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Oligopoly and Oligopoly Models
Answer questions about the oligopoly market structure.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

Lesson 4: Comparing Markets and Imperfect Competition

Study: Market Structures and Mergers
See the main types of market structures, and explore the role of mergers in market structures.
Duration: 1 hr 15 mins

Practice: Investigate the Different Market Structures
Work with graphs showing all the market structures and investigate their similarities and differences.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Government and Imperfect Competition
See what actions the government takes to limit anti-competitive practices in the market.
Duration: 2 hrs

Discuss: Market Structures
Discuss issues related to the main types of market structures.
Duration: 0 hrs 30 mins Scoring: 10 points
Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 5: WRAP-UP

Review: Market Structure
Review your studies of perfect competition, monopoly, and oligopoly.
Duration: 3 hrs

Practice: Market Structure
Using common terms (referring to market structure) complete a crossword puzzle.
Duration: 0 hrs 30 mins

Discuss: Cram Session
Discuss market structure and any areas about which you are unclear.
Duration: 0 hrs 30 mins Scoring: 10 points

Discuss: You Be the Teacher!
Make suggestions for completing a correctly answered but incomplete AP-style question about a perfectly competitive market.
Duration: 0 hrs 30 mins Scoring: 10 points

Test (CS): Market Structure
Duration: 0 hrs 40 mins Scoring: 90 points

Test (TS): Market Structure
Duration: 0 hrs 20 mins Scoring: 45 points

UNIT 6: FACTOR MARKETS

LESSON 1: DERIVED FACTOR DEMAND

Study: Factor Demand, Part 1
Examine the derived factor demand curve.
Duration: 1 hr 15 mins

Practice: Investigate Factor Demand
Practice deriving a factor demand curve.
Duration: 0 hrs 30 mins Scoring: 20 points

Study: Factor Demand, Part 2
Explore the determinants of factor demand and the determinants of the elasticity of factor demand.
Duration: 1 hr 15 mins

Practice: Investigate Shifts in Factor-Demand Curves
Draw shifts in the factor demand curve, and calculate elasticity of factor demand.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Factor Demand
Answer questions on derived factor demand.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 2: SPECIAL TOPICS IN FACTOR DEMAND

Study: Labor
See the main issues regarding the demand for labor, including labor unions and monopsonistic labor markets.
Duration: 1 hr 45 mins
LESSON 3: WRAP-UP

Review: Factor Markets
Review your studies of factor demand.
Duration: 2 hrs

Practice: Factor Markets
Using common terms (referring to factor markets) complete a crossword puzzle.
Duration: 0 hrs 30 mins

Discuss: Cram Session
Discuss factor markets and any areas about which you are unclear.
Duration: 0 hrs 30 mins Scoring: 10 points

Discuss: You Be the Teacher!
Make suggestions for completing a correctly answered but incomplete AP-style question about the labor market.
Duration: 0 hrs 30 mins Scoring: 10 points

Test (CS): Factor Markets
Duration: 0 hrs 40 mins Scoring: 90 points

Test (TS): Factor Markets
Duration: 0 hrs 20 mins Scoring: 45 points

UNIT 7: EFFICIENCY, EQUITY, AND THE GOVERNMENT

LESSON 1: MARKET FAILURES

Study: Externalities and Public Goods
Examine externalities, such as pollution, and public goods, such as national defense.
Duration: 2 hrs

Practice: Investigate Externalities and Public Goods
Investigate and answer questions about the role and definition of externalities and public goods.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Bring Together Externalities and Public Goods
Answer in-depth questions on externalities and the role of government in providing public goods.
Duration: 1 hr Scoring: 60 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 2: DISTRIBUTION OF INCOME
Study: Income Distribution and Taxes
See how income is spread through the U.S. economy, and find out about the different types of taxation.
Duration: 2 hrs

Practice: Investigate Taxes and Income Distribution
Practice working on a graph of the Lorenz curve, answer questions about the different types of taxes, and consider issues of redistribution and equity.
Duration: 0 hrs 30 mins Scoring: 20 points

Practice: Apply Concepts of Taxes and Income Distribution
Answer questions on taxes and income distribution.
Duration: 1 hr Scoring: 60 points

Discuss: Your Opinion Counts: The Government and the Economy
Defend your opinions about the role of government in the economy or about the distribution of income.
Duration: 0 hrs 30 mins Scoring: 10 points

Quiz: Wrap-Up
Answer questions to assess your understanding of the content.
Duration: 0 hrs 45 mins Scoring: 10 points

LESSON 3: WRAP-UP

Review: Efficiency, Equity, and the Government
Review your studies of efficiency, equity, and the government.
Duration: 2 hrs

Practice: Efficiency, Equity, and the Government
Using common terms (referring to efficiency, equity, and the government) complete a crossword puzzle.
Duration: 0 hrs 30 mins

Discuss: Cram Session
Discuss efficiency, equity, the role of government, and any areas about which you are unclear.
Duration: 0 hrs 30 mins Scoring: 10 points

Discuss: You Be the Teacher!
Make suggestions for completing a correctly answered but incomplete AP-style question about the labor market.
Duration: 0 hrs 30 mins Scoring: 10 points

Test (CS): Efficiency, Equity, and the Government
Duration: 0 hrs 40 mins Scoring: 90 points

Test (TS): Efficiency, Equity, and the Government
Duration: 0 hrs 20 mins Scoring: 45 points

UNIT 8: PREPARING FOR THE AP EXAM

LESSON 1: REVIEW AND AP EXAM PRACTICE

Study: AP Exam Preparation
Discover some tips and hints for preparing for the AP Exam.
Duration: 1 hr

Review: Microeconomics
Review your studies of microeconomics in preparation for the AP Exam.
Duration: 7 hrs

Quiz: Practice Multiple-Choice Questions
Answer multiple-choice questions covering material about microeconomics.
Duration: 1 hr Scoring: 20 points

Practice: AP Microeconomics: Simulated AP Exam (Multiple Choice)
Practice: AP Microeconomics: Simulated AP Exam (Free Response)
Duration: 1 hr Scoring: 0 points

Discuss: Any Questions?
Is there something you don't understand from this course? Raise any questions you have before taking the Final Exam.
Duration: 0 hrs 30 mins Scoring: 10 points

Exam: Microeconomics
Duration: 1 hr 10 mins Scoring: 200 points

Final Exam: Microeconomics
Duration: 1 hr Scoring: 100 points