Unlike most Principles textbooks which emphasize neoclassical modeling techniques, use of *Microeconomics in Context* allows the instructor to choose from a variety of emphases. After covering material in the base chapters, instructors can continue their course along traditional modeling lines or branch out to emphasize ecological issues, global issues, social justice issues, business and finance issues, alternative approaches—or more! See below for some hints on how to craft a course that fits your particular needs.

<table>
<thead>
<tr>
<th>Curriculum Focus</th>
<th>Likely Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional neoclassical, with emphasis on technique</td>
<td>Base Chapters Selection (1, 3, and 4) Neoclassical Concepts Selection (see description below) Neoclassical Modeling Emphasis (Appendixes to Chapters 7-13)</td>
</tr>
<tr>
<td>Strong focus on neoclassical concepts with other themes woven in</td>
<td>Base Chapters Selection (1, 3, and 4) Neoclassical Concepts Selection (see description below) Choose from Other Emphases (see descriptions below)</td>
</tr>
<tr>
<td>Coverage of basic and traditional concepts within course tailored to instructor and student interests</td>
<td>Base Chapters (1, 3, 4) Choose from Neoclassical Concepts (see description below) Choose from Other Emphases (see descriptions below)</td>
</tr>
</tbody>
</table>

**Base Chapters Selection**
- Chapter 1, Economic Activity in Context
- Chapter 3, Market Institutions
- Chapter 4: Supply and Demand

**Neoclassical Concepts Selection**

*Include:*
- Section 4 of Chapter 2: Economic Actors and Organizations (rational, self-interested behavior and circular flow)
- **Chapter 5:** Working with Supply and Demand (elasticities)
- Section 1 of **Chapter 6:** Capital Stocks and Resource Maintenance (defining stocks and flows, capital)
- **Chapter 7,** Production Costs: Production Costs
- Sections 1, 2, and 3.1 of **Chapter 8,** Production Decisions: (neoclassical producer theory: production and cost functions, marginal analysis, the decision to not produce)
- Sections 1 and 3 of **Chapter 10:** Consumption and the Consumer Society (neoclassical consumer theory)
- Chapter 11, Markets without Market Power (perfect competition)
- Chapter 12: Markets with Market Power ("imperfect" competition)
- Section 3.2 of Chapter 17: The Public Purpose Sphere: Governments and Nonprofits (regulation of monopolies and trade practices).

**Consider:**
- Section 2 of Chapter 9 (gains from specialization and trade)
- Sections 2, 3, 5 of Chapter 13, Markets for Labor (neoclassical labor markets)
- Sections 1 and 2.1 of Chapter 14, Markets for Other Resources (present value calculations and capital markets)
- Section 2 of Chapter 19, Market Systems and Normative Claims (neoclassical welfare economics)

**Neoclassical Modeling Emphasis**

**Include:**
- Appendix to Chapter 7, A Formal Model of Producer Costs (average total and average variable cost curves)
- Appendix to Chapter 8, A Formal Theory of Producer Behavior with Convexity and Perfect Competition (full neoclassical producer theory graphs)
- Appendix to Chapter 10, A Formal Theory of Consumer Behavior (indifference curves)
- Appendix to Chapter 11, A Formal Analysis of a Market with Perfect Competition
- Appendix to Chapter 12, A Formal Analysis of Monopoly and Monopolistic Competition

**Consider:**
- The appendix to Chapter 9, A Formal Theory of Gains from Trade
- The appendix to Chapter 13, Markets for Labor

**Ecological Emphasis**

**Include:**
- Chapter 6, Capital Stocks and Resource Maintenance (especially sections 1, 3 and 8, natural capital and sustainability)
- Chapter 10, Consumption and the Consumer Society (esp. Sections 2, 4, and 5, rising consumption and its ecological implications)
- Chapter 14, Markets for Other Resources (especially Sections 1 and 2, markets for resources)
- Chapter 17, The Public Purpose Sphere: Governments and Nonprofits (especially Section 3.4, environmental protection)
- Chapter 18, The Variety of Economic Systems (especially Section 4.3, cross-country comparisons of sustainability).

**Global/International Emphasis**

**Emphasize:**
- Sections 2 and 3 and appendix of Chapter 9, Distribution: Exchange and Transfer ("gains from trade" and aid issues)
- Section 5 of Chapter 16, The Business Sphere: For-Profit Firms (globalization)
- Sections 2.3 and 3.2 of Chapter 17, The Public Purpose Sphere: Governments and Nonprofits (international regulatory institutions)
- Chapter 18, The Variety of Economic Systems (cross-country comparisons).

Finance/Business Emphasis
Emphasize:
- Chapter 6, Capital Stocks and Resource Maintenance (esp. Section 7, financial capital)
- Chapter 8, Production Decisions (esp. Sections 3 and 4, discrete decision making and finance)
- Chapter 10, Consumption and the Consumer Society (esp. Section 2, the marketing view of consumption)
- Chapter 13, Markets for Labor
- Chapter 14, Markets for Other Resources
- Section 3 of Chapter 15, The Core Sphere: Households and Communities (work/family policies)
- Chapter 16, The Business Sphere: For-Profit Firms
- Chapter 17, The Public Purpose Sphere: Governments and Nonprofits (esp. Sections 3.2 and 3.3, regulation)

Public Policy Emphasis
Emphasize:
- Chapter 17, The Public Purpose Sphere: Governments and Nonprofits

Include:
- Chapter 9, Distribution: Exchange and Transfer
- Section 3 of Chapter 11, Markets without Market Power (equity, efficiency, and policy)
- Section 4.5 of Chapter 13, Markets for Labor (discrimination)
- Section 3 of Chapter 15, The Core Sphere: Households and Communities (work/family policies)
- Chapter 18, The Variety of Economic Systems
- Chapter 19, Market Systems and Normative Claims

Gender Issues/Feminist Emphasis
Emphasize:
- Section 3 of Chapter 9, Distribution: Exchange and Transfer (dealing with human dependency needs)
- Chapter 13, Markets for Labor (esp. Section 4.5, discrimination)
- Chapter 15, The Core Sphere: Households and Communities (core sector of households and communities)

Consider:
- Chapter 19, Market Systems and Normative Claims

Poverty/Inequality/Social Justice Emphasis
Emphasize:
- **Chapter 9**, Distribution: Exchange and Transfer (esp. Section 4, inequality)
- Section 5 of **Chapter 10**, Consumption and the Consumer Society (consumption and well-being)

**Include:**
- Section 5.2 of **Chapter 4**, Supply and Demand (inadequacy)
- Section 4 of **Chapter 13**, Markets for Labor (explaining variations in wages)
- Section 3.1 of **Chapter 17**, The Public Purpose Sphere: Governments and Nonprofits (social welfare policy)
- **Chapter 18**, The Variety of Economic Systems

**Consider:**
- **Chapter 19**, Market Systems and Normative Claims

**Behavioral Economics Emphasis**

**Emphasize:**
- **Chapter 2**, Economic Actors and Organizations (esp. Section 2, motivation and behavior).
- Section 3 of **Chapter 3**, Market Institutions (behavioral aspects of market institutions)

**Include:**
- **Chapter 8**, Production Decisions (esp. Section 3, dealing with complex and socially-influenced decision-making)
- **Chapter 10**, Consumption and the Consumer Society (esp. Section 2, psychological and sociological aspects of consumption)
- **Chapter 13**, Markets for Labor (esp. Section 4.4, worker motivation)
- **Chapter 14**, Markets for Other Resources (esp. Sections 1 and 3, uncertainty and financial markets)
- **Chapter 16**, The Business Sphere: For-Profit Firms (esp. Section 2 on motivations within organizations)
- **Chapter 17**, The Public Purpose Sphere (esp. Section 4 on motivations within organizations)

**Consider:**
- **Chapter 19**, Market Systems and Normative Claims (comparison of schools of thought)

**Information/Transactions Cost Economics Emphasis**

**Emphasize:**
- Section 2.3 of **Chapter 1**, Economic Activity in Context (transactions costs and externalities)
- Section 2.4 of **Chapter 2**, Economic Actors and Organizations (information and rationality)
- Section 3 of **Chapter 3**, Market Institutions (institutional requirements of markets)

**Include**
- Section 2 of **Chapter 7**, Production Costs (economic costs)
- Section 3 of Chapter 8, Production Decisions (sunk costs, path dependence, switching costs, network externalities)
- Section 4 of Chapter 13, Markets for Labor (explaining wage variation)
- Chapter 14 (esp. Section 1, uncertainty)
- Chapter 16, The Business Sphere: For-Profit Firms (explaining firm structure and size)
- Chapter 17, The Public Purpose Sphere: Governments and Nonprofits (esp. Sections 1 and 3, the need for public institutions)

**Consider:**
- Chapter 19, Market Systems and Normative Claims

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**Institutionalist/Evolutionary Economics Emphasis**

**Emphasize:**
- Chapter 2, Economic Actors and Organizations (esp. Section 3, economic organizations)
- Chapter 3, Market Institutions

**Include:**
- Section 2 of Chapter 6 (evolution of capital)
- Sections 3 and 4 of Chapter 8, Production Decisions (path dependence and importance of finance)
- Chapter 15, The Core Sphere: Households and Communities
- Chapter 16, The Business Sphere: For-Profit Firms
- Chapter 17, The Public Purpose Sphere: Governments and Nonprofits

**Consider:**
- Chapter 18, The Variety of Economic Systems
- Chapter 19, Market Systems and Normative Claims

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**Heterodox Economic Theories/ Philosophy of Economics Emphasis**

**Emphasize:**
- Chapter 1, Economic Activity in Context
- Chapter 19, Market Systems and Normative Claims

**Include:**
- Section 5.3 of Chapter 4, Supply and Demand (precision vs. accuracy).

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**Political economy/ Marxist/ Radical Economics Emphasis**

**Emphasize:**
- Chapter 6, Capital Stocks and Resource Maintenance
- Section 4 of Chapter 8, Production Decisions (financial capital)

**Include:**
- Chapter 9, Distribution: Exchange and Transfer
- Sections 1 and 4 of Chapter 13, Markets for Labor
- Chapter 18, The Variety of Economic Systems
Humanist/Socio-/Human Development Economics Emphasis

Emphasize:
- Chapter 1, Economic Activity in Context

Include:
- Chapter 2, Economic Actors and Organizations (esp. Section 2, motivation and behavior)
- Chapter 3, Market Institutions (esp. Section 3.2 and 4, trust and markets)
- Chapter 6, Capital Stocks and Resource Maintenance (esp. Sections 5 and 6, human and social capital)
- Chapter 9, Distribution: Exchange and Transfer (esp. Section 3, rationales for transfers)
- Chapter 10, Consumption and the Consumer Society (esp. Sections 4 and 5, consumer society, well-being, and capabilities)
- Chapter 15, The Core Sphere: Households and Communities
- Chapter 17, The Public Purpose Sphere: Governments and Nonprofits