WILLIAM RAINEY HARPER COLLEGE
BUSINESS AND SOCIAL SCIENCE DIVISION
GENERAL COURSE OUTLINE

ECO	115	Consumer Economics	(3 - 0)	3
Course Prefix	Course Number	Course Title	Lec-Lab	Semester Hours

COURSE DESCRIPTION
Introduces the concepts of personal financial planning within the current economic environment. Emphasizes topics such as basic macro-economic theory, obtaining credit, purchasing insurance, investment alternatives, basic real estate finance and tax planning.

TOPICAL OUTLINE
I. Macroeconomics
II. Economic Systems - Monetary Policy/Fiscal Policy
III. Personal Financial Planning: Budgeting
IV. Consumer Credit and Financing
V. Personal Risk: Insurance
   A. Home/Renters
   B. Health
   C. Life
   D. Disability
   E. Automobile
VI. Real Estate Investment
VII. Saving and Investment Options
   A. Stocks
   B. Bonds
   C. Mutual Funds
VIII. Tax Planning
IX. Retirement Planning
X. Consumer Protection

METHOD OF PRESENTATION
1. Lecture/discussion
2. Special projects (to emphasize key concepts)

STUDENT OUTCOMES: *(The student should…)*
1. understand basic macro-economic theories and apply to aspects of personal finance.
2. understand the guiding principles of sound personal financial management.
3. understand and interpret the principles of credit extension, personal budgeting, and debt management.
4. understand the principles of saving and investment and be able to compare various investment alternatives.
5. understand the principles of risk management and analyze insurance alternatives.
6. understand the strengths and weaknesses of insurance options (Auto, Life, Health, Homeowners, Renters, Disability)
7. understand the principles of estate/financial planning.
8. understand the principles of real estate investment.
9. understand the basic principles of taxation and tax planning.
10. become familiar with consumer protection laws.

METHOD OF EVALUATION
1. 3 – 5 page application assignments

2. Two (2) exams
3. Final exam
4. Quizzes

TEXTBOOKS/INSTRUCTIONAL MATERIALS
Kapoor-Diabay & Hughes, ***Personal Finance***, 8th edition, Irwin-McGraw-Hill, 2007.

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Fall, 2007