



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2021

EC1010 A2: Introduction to Microeconomics – 3 (3-0-0) UT 45 Hours for 15 Weeks

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honoured to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land.

INSTRUCTOR: Dr. Chuntai Jin **PHONE:** (780) 539-2857
OFFICE: C309 **E-MAIL:** cjin@gprc.ab.ca
OFFICE HOURS: Tuesdays & Thursdays, 1:00-2:30 PM via Zoom

CALENDAR DESCRIPTION:

Students will examine how markets and governments determine which products are produced and how income is distributed in the Canadian economy. Topics include supply and demand, costs, perfect and imperfect competition.

PREREQUISITE(S)/COREQUISITE:

60% in Math 20-1 or 20-2, or 50% in Math 30-1 or Math 30-2

REQUIRED TEXT/RESOURCE MATERIALS:

Sayre, J., & Morris, A. (2021). *Principles of Microeconomics, 10th Edition*, McGraw-Hill Ryerson.
<https://www.mheducation.ca/principles-of-microeconomics-9781260326475-can-group>

This textbook includes *Connect with SmartBook Online Access*. McGraw-Hill *Connect* is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. All students must have access to *Connect* for online practices, assignments and quizzes. You need an access code for *Connect* registration to gain access to the online resources. *Connect* registration instructions are available on *D2L*.

DELIVERY MODE(S):

High-flex - Students have the option of attending lectures in the classroom or participating remotely via zoom. **Please note that exams require GPRC onsite attendance.** Students who choose to attend remotely must have a computer with a webcam and reliable internet.

COURSE OBJECTIVES:

This course introduces students to the basic concepts and techniques of microeconomic analysis. Attention will be paid to the theory of supply and demand, concepts of elasticity and utility, efficiency implications in competitive and non-competitive markets, government intervention, and management of external benefits. Whenever possible, emphasis will be given to Canadian problems.

LEARNING OUTCOMES:

Upon completion of this course students will be able to understand and explain:

- scarcity, choice, and opportunity cost are at the heart of economics and the efficiency provides a major cornerstone
- the production possibilities model and use it to illustrate choice and opportunity cost, as well as efficiency and unemployment
- the fundamental concept of demand supply and the market equilibrium
- the causes and effects of a change in demand and a change in supply
- what is a price ceiling and why price ceilings cause shortages
- what is a price floor and why price floors cause surpluses
- how quotas work and what effect have on production and prices
- how sales taxes and subsidies affect competitive markets
- price elasticity of demand and its determinants, the relationship between the slope of a demand curve and elasticity, and how this affects the total revenue of the producer
- the supply elastic, income elasticity, and cross-elasticity of demand
- the law of diminishing marginal utility and how it is applicable to real-world examples
- the relationship between productivity and costs
- the difference between the accounting profit and economic profit
- the difference between fixed costs and variable costs, and the short run and the long run
- what is meant by economies of scale, diseconomies of scale, and constant return to scale
- what is meant by perfect competition and the market system
- how a firm might maximize its profits with two approaches and what is meant by break-even price and shutdown price
- benefits and failures of competitive markets and how governments deal with external costs
- what monopolies are, how they come into existence, and how the profit-maximizing output and price are determined for a monopolist
- the difference between the monopolistic competition and oligopoly
- the difference between the competitive labor market and monopsony

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Assignments (available on <i>Connect</i>).....	10%
Quizzes (available on <i>Connect</i>).....	20%
Midterm exam (<i>Tuesday, November 2</i>)	30%
Final exam* (<i>December 11-20, TBA</i>)	40%

* To receive credit for EC1010, you **must achieve 50% on the final examination, and a course composite grade of at least a “D” (50%).**

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

STUDENT RESPONSIBILITIES:

Attendance: Students are expected to attend all scheduled lectures, either in class or via Zoom, arrive on time, and remain for the duration of the activities. If you are attending class via Zoom, you must remain on camera for the entire duration of the lecture. Arriving late and leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence. **Students with absences in excess of 6 classes may be refused permission to write the final exam.** For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>

Time Management: Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in required readings and exercises.

Cell Phones: The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of sight.

Email: Email is the preferred option to communicate with your instructor. **Email correspondence to your instructor must be sent from your GPRC student email account.** Emails should be

professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

Recording: Photographing and/or recording course content is strictly prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

****Note:** all Academic and Administrative policies are available on the same page.

SMART BOOK, ASSIGNMENTS, QUIZZES AND EXAMS:

Students are expected to finish all assignments and quizzes. Due dates of all assignments and quizzes are available on Connect. **Late/missed assignments and quizzes are NOT accepted and will result in a grade of zero.** All exams will be written as scheduled. **No rewrite/rescheduled exams will be given,** and **all missed exams will result in a grade of zero** unless there is an excusable absence and prior arrangements have been made with the instructor. If there is a legitimate reason of absence, the weighting of the missed midterm exam will be added to the final exam weighting.

- Course materials (course outline, lecture notes, connect instructions, etc.) are available on your D2L course space (<https://myclass.gprc.ab.ca/d2l/home>).
- Smart Book (SB) modules, assignments, and quizzes are available on *Connect*.

Smart Book (SB) Modules

- Each chapter covered will have an associated Smart Book Module for the student to complete.
- These lessons are interactive and are intended for the student to use as a study tool. There are no marks associated with the SB Modules.

Assignments

- There will be 12 assignments throughout the semester. The best 10/12 will account for 10% of your final grade. Each assignment will be worth 1% of the student's final grade, regardless of the length of the assignment.
- The student will be given a maximum of two attempts at each assignment.
- The assignments will be marked immediately. Corrections for the attempted assignment will be made available to the students immediately.
- All assignments must be completed before the expiration of the pre-set due date or the student will receive a mark of zero for any missed assignments.

Quizzes

- There will be 12 quizzes throughout the semester. The best 10/12 will account for 20% of your final grade. Each quiz consists of 20 multiple choice questions.
- The student will be given a maximum of two attempts at each chapter quiz.
- The quizzes will be marked immediately. Corrections for the attempted quiz will be made available to the students after the due date.
- All quizzes must be completed before the expiration of the pre-set due date or the student will receive a mark of zero for any missed quizzes.
- Once you start the quiz, you must complete the entire quiz within the one-hour time limit. Logging off or losing the internet connection during the quiz will result in a grade based only on the proportion of the quiz that has been completed. It is imperative that the student has a reliable internet connection when attempting the quiz.

Exams

- The midterm exam will be written upon the completion of Chapter 7 and is tentatively scheduled for **Tuesday, Nov 2**. The final exam is cumulative and will be scheduled by the registrar's office during December exam period (**December 11 – 20**).
- Students must come to college to write the midterm and the final exams.

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week Beginning</u>	<u>Topic</u>	<u>Required Reading</u>
Aug 30	High-flex, Zoom, D2L, Connect, Syllabus	Course Outline
Sep 6	Scarcity, Choice and Technology	Chapter 1
Sep 13	Demand and Supply: An Introduction	Chapter 2
Sep 20	Demand and Supply: An Elaboration	Chapter 3
Sep 27	Elasticity	Chapter 4
Oct 4	Consumer Theory of Demand	Chapter 5
Oct 11	Fall Break - No Classes - Oct 11-15	
Oct 18	The Firm and the Costs of Production	Chapter 6
Oct 25	Costs in the Long Run	Chapter 7
Nov 1	Midterm Exam (Tuesday, Nov 2)	Chapter 1-7
	Market Structures	Chapter 8
Nov 8	Perfect Competition	Chapter 8
	Remembrance Day - No Classes - Nov 11	
Nov 15	Competitive Markets and Economic Efficiency	Chapter 9
Nov 22	Monopoly	Chapter 10
Nov 29	Imperfect Competition	Chapter 11
Dec 6	The Factors of Production	Chapter 12
Dec 11 - 20	Final Exam (TBA)	Chapter 1 - 12