



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Spring 2025

BA1540 (A4): Microeconomics – 3 (3-0-1) 60 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Daisy Loh, MBA
OFFICE: Remote **E-MAIL:** dloh@nwpolytech.ca
OFFICE HOURS: By Appointment

CALENDAR DESCRIPTION:

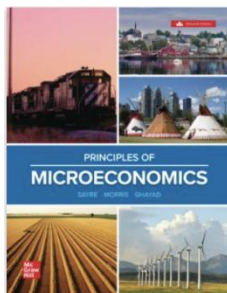
The nature of microeconomic systems are examined in relation to the function of markets, market failure and consumer utility, the costs of production, pricing under competitive and monopolistic conditions, markets for the factors of production and selected topics in analysis and policy. Current economic problems will be discussed throughout the course.

PREREQUISITE(S)/COREQUISITE:

Math 20-1 or 20-2 with 60% or Math 30-1 or Math 30-2 with 50%.

REQUIRED TEXT/RESOURCE MATERIALS:

1. Principles of Microeconomics 11th Edition, McGraw-Hill Ryerson. Sayre and Morris.



All students must have access to Connect. You must have an access code to gain access to the online resources. The Connect online learning system is a requirement for this course. The text will be used extensively in each class for this course.

2. Students will require a financial calculator. Students may use only approved calculators for examinations. Cell phones and programmable calculators may not be used in testing or examinations. Approved financial calculators include:

- Texas Instruments (BA II Plus),
- Hewlett-Packard (HP-10B II), or
- **Sharp (EL-738) (used in BA1050)**

For device software and network requirements, please see NWP's minimum device requirements at [doc.php \(nwpolytech.ca\)](http://doc.php(nwpolytech.ca)).

3. ProctorU

Students are responsible for all fees associated with ProctorU, a live proctoring service for online exams. Fees are paid when you schedule your exams through ProctorU.

Pricing per exam is as follows:

60 minutes or less - \$16 USD

61 - 120 minutes - \$25 USD

121 - 180 minutes - \$31 USD

DELIVERY MODE(S): Synchronous (Remote)

This course will be delivered remotely via Zoom. Students are expected to attend all sessions live and participate fully. All course content, including exercises, assignments, and quizzes, will be accessed through NWP MyClass and Connect. Deadlines are in place to help keep you on track and ensure you complete the 15-week course on time.

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 that efficiency is a cornerstone.
- the three fundamental questions and the four ways economies can be organized.
- use the production possibilities model to explain choice, opportunity cost, efficiency, and unemployment.
- the concept of supply and demand.
- the concept of equilibrium.
- the causes and effects of a change in supply and demand.
- the effects on equilibrium price and quantity of simultaneous changes in supply and demand.
- why price ceilings cause shortages.

- why price floors cause surpluses.
- the concept and calculate price elasticity of supply and demand.
- the determinants of price elasticity of supply and demand.
- the significance of income elasticity, and cross-elasticity of demand.
- the crucial relationship between productivity and costs.
- the important difference between fixed costs and variable costs.
- distinguish between the short run and the long run.
- distinguish among a firm, an industry, and a market.
- what is meant by perfect competition and the market system.
- the effect of a change in market demand or market supply on both the industry and the firm.
- define a monopoly, explain how they come into existence and why they must reduce their prices to sell more.
- how the profit-maximizing output and price are determined for a monopolist.
- the significant difference between monopoly and perfect competition.
- the differences between the two types of imperfect competition.
- why monopolistically competitive firms tend to have excess capacity and are unlikely to earn long-run economic profits.
- that the demand of labour depends on the productivity of labour.
- other important factors operating in the labour market.

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.alberta.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 (12 @ 0.75%)	9%
Quizzes	16%
Connect (12 @ 0.5%)	

In-Class (2 @ 5%)	
Midterm Exam (Ch. 1-7)	35%
Final Exam (Ch. 8-12)	<u>40%</u>
Total	100%

*In order to receive credit for BA1540, you must achieve 50 percent on the final examination, and a course composite grade of at least D (50%).

GRADING CRITERIA:

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	95-100	C+	2.3	67-69
A	4.0	85-94	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

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week Beginning	Chapter Covered	Additional Information
Week 1	Introduction & Chapter 1	<i>Quiz & Assignment due</i>
Week 2	Chapter 2	<i>Quiz & Assignment due</i>
Week 3	Chapter 3	<i>Quiz & Assignment due</i>
Week 4	Chapter 4	<i>Quiz & Assignment due</i>
Week 5	Chapter 5	<i>Quiz & Assignment due</i> <i>In-Class Quiz (Ch.1-4)</i>
Week 6	Chapter 6	<i>Quiz & Assignment due</i>
Week 7	Chapter 7	<i>Quiz & Assignment due</i>
Week 8	Review & Midterm – 35%	Chapters 1-7
Week 9	Spring Break (No classes)	
Week 10	Chapter 8	<i>Quiz & Assignment due</i>
Week 11	Chapter 9	<i>Quiz & Assignment due</i>
Week 12	Chapter 10	<i>Quiz & Assignment due</i>
Week 13	Chapter 11	<i>Quiz & Assignment due</i> <i>In-Class Quiz (Ch. 8-10)</i>
Week 14	Heritage Day (No Class)	
Week 15	Chapter 12	<i>Quiz & Assignment due</i>
Week 16	Final Exam (TBA) – 40%	Chapters 8-12

Final examinations will be scheduled by the registrar’s office. Do not plan any activities during examination week.

The above schedule may be revised at the discretion of the instructor based on class requirements.

STUDENT RESPONSIBILITIES:

It is the student's responsibility to read, understand and comply with the Polytechnic’s Academic Policies, which are reviewed regularly, updated and posted on the Polytechnic website. If students have any questions regarding these policies, please contact Student



Services. Please see the Academic Policy on Student Rights and Responsibilities on the Polytechnic's website at <https://www.nwpolytech.ca/about/administration/policies/>.

Attendance

Students are expected to attend all lectures, arrive on time, and remain for the duration of the activities. You are expected to remain on camera for the entire duration of the lecture. 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.nwpolytech.ca/programs/grading-systems.html>.

Participation

The expectation for this course is that students read the material and attempt the quick studies and exercises prior to class. Reading and attempting the exercises we will cover in class is an excellent way to prepare for classroom activities. Your focus should be on recording journal entries and preparing financial statements. Note that you will not learn accounting by simply reading and looking over solutions.

Recording

Recording lectures or taking screen shots in class is 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.

Email

Students may contact the instructor by email or phone. Emails will be answered within two business days outside of stated office hours. Email correspondence to your instructor must be sent from your NWP 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.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

USING PROCTORU:

This course uses ProctorU Live for online exams. To utilize this service, you are required to complete the following steps:

- Create a ProctorU account by clicking the ProctorU link in the course.
- Download and install the Guardian Web Browser, Google Chrome, and the ProctorU extension.
- Schedule each exam at least 3 days (72 hours) in advance. If you miss this deadline, you cannot take the exam.
- Pay for the proctoring service. The fees are exclusively your responsibility and in no event shall be the responsibility of Northwestern Polytechnic.

For more detailed instructions [click here](#), and for video instructions [click here](#).

Before each exam, you must complete a room scan with your web camera, during which you will show your surroundings to a live proctor.

The invigilator will ask to view (but not collect or store) your student identification to verify your identity and will remotely access your computer to unlock the exam. When monitoring your actions via video streaming, the invigilator may possibly record your actions if they suspect academic integrity behavioural issues. You will be verbally notified if/when recording begins.

The collection of and access to the personal information listed above is permitted under subsection 33(c) of the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c F-25, which states, “No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body.” In addition, subsection 39(4) states, “A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner.”

Records Retention: Any video records of you created by ProctorU will be kept by ProctorU for a maximum of 7 days in order to make a decision about any possible academic integrity infraction, after which time it shall be permanently deleted. All other personal information collected and stored by ProctorU within your profile account will be permanently deleted if the account has not been used after one year.

Consent to Store Personal Information Outside Canada

ProctorU is an American company. An agreement is in place between ProctorU and Northwestern Polytechnic by which ProctorU will take reasonable steps to protect your personal information from unauthorized access and disclosure. Information about how ProctorU protects your privacy can be found in their [Privacy Policy](#).

By using the ProctorU service via Northwestern Polytechnic, you consent to the storage of and access to your personal information outside of Canada.

This consent is in effect from the day you register with ProctorU and expires one year after completion of your exam.

Additional privacy and liability information regarding the use of ProctorU is available on the NWP website.

Assignments

- Each chapter covered in the text(s) will have an associated end-of-chapter assignment that the students must complete. The student will have a maximum of two attempts at each assignment.

Quizzes

- Each chapter covered in the text(s) will have an associated end-of-chapter quiz that the students must complete. The student will have a maximum of two attempts at each quiz. Each quiz will have 20 multiple-choice questions.
- Once the quiz has started, you must complete the entire quiz within the 60-minute time limit. Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. It is imperative that the student has a reliable internet connection when attempting an exam.
- Two in-person quizzes will be administered during the semester. The student will have one attempt at each quiz. Failure to attend class at the time the quiz is administered will result in a grade of zero (0).

Exams

- The final exam will be scheduled during exam week(s). 2 hours will be given for the final exam to be written. Do not plan any activities during this time.
- Only approved financial calculators are to be used during exams.
- In order to receive credit for BA 1540, you must achieve 50 percent on the final examination, and a course composite grade of at least D (50%). You are strongly encouraged to complete all assignments and exams—you will receive a zero (0) for any missed assignment or exam. The weighting of each assessment activity is indicated in the chart above.

Other

- Photographing and/or recording course content is strictly prohibited.