SCHOOL OF BUSINESS AND EDUCATION – DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2026

EC1010 (A2): Introduction to Microeconomic – 3 (3-0-0) 45 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.

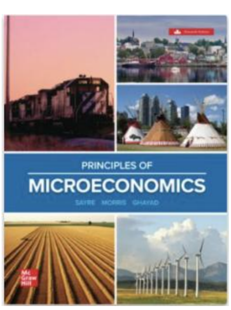
We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR:	Chuntai Jin, Ph.D.	**PHONE:**	(780) 593-2857
OFFICE:	C309	**E-MAIL:**	cjin@nwpolytech.ca
OFFICE HOURS:	Mondays & Wednesdays, 10:00 - 11:30 AM		

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

REQUIRED MATERIALS:
Sayre, J., & Morris, A. (2024). *Principles of Microeconomics, 11th Edition*, McGraw-Hill Ryerson.



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. 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):
On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

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 the transferability of this course at the Alberta Transfer Guide main page [Transfer Alberta]

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** For courses with alpha (letter) grading, a 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 @ 1% each) 12%
Quizzes (12 @ 1.5% each) 18%
Midterm Exam 30%
Final Exam* 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:

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

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COURSE SCHEDULE/TENTATIVE TIMELINE:

Week Beginning	Topics and Required Reading	Assignments Due Dates	Quizzes Due Dates
Sep 2	***Syllabus; Connect; D2L***		
Sep 7	Ch1: Scarcity, Choice and Technology	A1: Sep 13	Q1: Sep 14
Sep 14	Ch2: Demand & Supply: An introduction	A2: Sep 20	Q2: Sep 21
Sep 21	Ch3: Demand & Supply: An Elaboration	A3: Sep 27	Q3: Sep 28
Sep 28	Ch4: Elasticity	A4: Oct 4	Q4: Oct 5
Oct 5	Ch5: Consumer Theory of Demand	A5: Oct 11	Q5: Oct 12
Oct 12	Ch6: Costs of Production in the Short Run	A6: Oct 18	Q6: Oct 19
Oct 19	Ch7: Costs of Production in the Long Run	A7: Oct 25	Q7: Oct 26
Oct 26	***Midterm Exam - Tuesday, Oct 27 - Chapters 1-7***		
	Ch8: Perfect Competition	A8: Nov 8	Q8: Nov 9
Nov 2	Ch9: Evaluation of Competitive Markets	A9: Nov 15	Q9: Nov 16
Nov 9	***Fall Break - No Classes - November 9 - 13***		
Nov 16	Ch10: Monopoly	A10: Nov 22	Q10: Nov 23
Nov 23	Ch11: Imperfect Competition	A11: Nov 29	Q11: Nov 30
Nov 30	Ch12: Labour Markets	A12: Dec 6	Q12: Dec 7
Dec 7	***Last Day of Class – December 9***		
Dec 12-19	***Final Exam - TBA - Chapters 1-12***		

STUDENT RESPONSIBILITIES:

- **Attendance:** Students are expected to attend all scheduled lectures, arrive on time, and remain for the duration of the activities. 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**.
- **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 <u>must</u> 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.
- **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 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: Student Rights and Responsibility Policy

**Note: all Academic and Administrative policies are available on the same page.
Policies Directory | Northwestern Polytechnic

ASSIGNMENTS, QUIZZES AND EXAMS:

Students are expected to finish all assignments and quizzes. Due dates of all assignments and quizzes are available on Connect. **<u>Late/missed assignments and quizzes are NOT accepted</u>** and **<u>will result in a grade of zero</u>**. All exams will be written as scheduled. **<u>No rewrite/rescheduled exams will be given,</u>** and **<u>all missed exams will result in a grade of zero</u>** 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.nwpolytech.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. Each assignment will be worth 1% of the final grade, regardless of the length of the assignment.
- There will be a maximum of two attempts at each assignment.

Quizzes

- There will be 12 quizzes throughout the semester. Each quiz consists of 20 multiple choice questions and will be worth 1.5% of the final grade.
- There will be a maximum of two attempts at each chapter quiz.
- 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, Oct 27***.
- The final exam is cumulative and will be scheduled by the registrar's office during December exam period. ***Two hours*** will be given for the final exam to be written.