



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2022

BA1540 (B2): Introduction to Business Microeconomics – 3 (3-0-1) UT 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: Amy Rawluk, CPA **PHONE:** (780) 539-2873
OFFICE: C413 **E-MAIL:** ARawluk@nwpolytech.ca
OFFICE HOURS: Tuesdays 11:30am – 1:00pm & Thursdays 10:00am – 11:30am

CALENDAR DESCRIPTION:

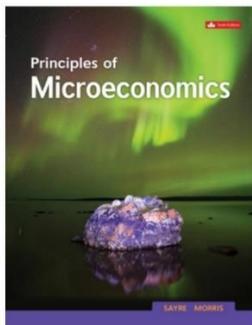
The nature of microeconomic systems is examined in relation to the function of markets, market failure, and consumer utility, the costs of production, pricing under competitive and monopolistic conditions, markets for the factors of production and selected topics in analysis and policy. Current economic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

PREREQUISITE(S):

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 10th 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. 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. If you have purchased a used book, you will have to purchase an access code separately. Instructions to do this are available in the Registration Module.

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. MCGRAW HILL CONNECT PROCTORIO BROWSER LOCKDOWN & MONITOR PROCTORING SOFTWARE:

The exams for this course must be taken online with the use of McGraw Hill Connect's Proctorio proctoring software. The quizzes, tests, and exams for this course may be taken online with the use of McGraw Hill Connect's Proctorio proctoring software; at instructor discretion. Proctorio software is enabled to control import/export and access. Video/screen recording is off for assignments. Video/screen recording may be activated for quizzes, tests, and exams taken online; at instructor discretion. **Students are responsible for all fees associated with proctoring services.**

Students must download and utilize Proctorio through McGraw Hill Connect for the duration of course. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.

McGraw Hill Connect's Proctorio software requires minimum device requirements. If you do not have access to the minimum device requirements listed above in the required text/resource materials section of this course outline, students may book an NWP computer and web-camera at the Learning Commons via <https://libguides.nwpolytech.ca/c.php?g=717998&p=5128509>.

It is important to note that the software recordings are automated systems and are designed to be less intrusive and costly than in-person proctors. **The Proctorio software is used to record video/screen activity only while you are signed in during your pre-announced quizzes, tests, and examinations.** The instructor and administrators only review the video/screen recordings after the assessments are submitted **and only if it was flagged** due to suspicious activity. Note all suspicious activity will be reviewed with the Department Chair.

The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that "*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, S. 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.*"

If you are unable to complete assessments using the McGraw Proctorio Proctoring software, you must request alternative accommodations in advance from your instructor; ARawluk@nwpolytech.ca. Alternative accommodations include the Testing Centre in the NWP Learning Commons Center and Proctoru; Students are responsible for all proctoring fees. **Any proctoring services are subject to instructor pre-approval.**

Students are responsible for all fees associated with proctoring services; fees range from \$15US - \$50US.

DELIVERY MODE(S):

This is a synchronous (remote) course section and will be delivered through video-conferencing technologies (i.e. Zoom). There are set class times and students are expected to attend remote class sessions. **Students must have a computer with a webcam and reliable internet connection.**

Relevant textbook readings and problems will be assigned to test your knowledge, understanding, and application of the course material. This is a 3-credit course with 3 lecture hours and 1 lab hour per week. The allocation is at the instructor's sole discretion, i.e., Thursday's will not be solely lab time. Connect will be used to supplement your course work, complete assignments, and aid in preparation for tests and exams.

It is highly recommended that you take advantage of all the material on the course site, study the assigned readings before and after it is discussed in class, and request additional sessions with the instructor during posted office hours to clear up uncertainties about materials covered in class.

Important information, announcements, and grades will be posted on myClass. The grades posted on myClass are not final - check your myNWP account for your final term grade.

COURSE OBJECTIVES:

The objective of this course is to help you understand how 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.

LEARNING OUTCOMES:

- The student will be able to explain that scarcity, choice, and opportunity cost are at the heart of economics and that efficiency is a cornerstone.
- The student will be able to explain the three fundamental questions and the four ways economies can be organized.
- The student will be able to use the production possibilities model to explain choice, opportunity cost, efficiency, and unemployment.
- The student will be able to explain the concept of supply and demand.
- The student will be able to explain the concept of equilibrium.
- The student will be able to explain the causes and effects of a change in supply and demand.
- The student will be able to explain the effects on equilibrium price and quantity of simultaneous changes in supply and demand.
- The student will be able to explain why price ceilings cause shortages.
- The student will be able to explain why price floors cause surpluses.
- The student will be able to explain the concept and calculate price elasticity of supply and demand.
- The student will be able to explain the determinants of price elasticity of supply and demand.
- The student will be able to explain the significance of income elasticity, and cross-elasticity of demand.
- The student will be able to explain the crucial relationship between productivity and costs.
- The student will be able to explain the important difference between fixed costs and variable costs.
- The student will be able to distinguish between the short run and the long run.
- The student will be able to distinguish among a firm, an industry, and a market.

- The student will be able to explain what is meant by perfect competition and the market system.
- The student will be able to explain the effect of a change in market demand or market supply on both the industry and the firm.
- The student will be able to define a monopoly, explain how they come into existence and why they must reduce their prices to sell more.
- The student will be able to explain how the profit-maximizing output and price are determined for a monopolist.
- The student will be able to explain the significant difference between monopoly and perfect competition.
- The student will be able to explain the differences between the two types of imperfect competition.
- The student will be able to explain why monopolistically competitive firms tend to have excess capacity and are unlikely to earn long-run economic profits.
- The student will be able to explain that the demand of labour depends on the productivity of labour.
- The student will be able to describe 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.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	Best 10/12 @ 1.5% each	15%
Chapters 1-7	Best 6/7 assignments	9%
Chapters 8-12	Best 4/5 assignments	6%
Quizzes	Best 10/12 @ 2% each	20%
Chapters 1-7	Best 6/7 quizzes	12%
Chapters 8-12	Best 4/5 quizzes	8%
Midterm Exam	Chapters 1-7	30%
Final Exam	Chapters 8-12	35%
Total		100%

- ✓ 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.

SmartBook Chapters

- Each chapter covered in the text(s) will have an associated SmartBook chapter 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 SmartBook chapters.

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.
- **All assignments must be completed before the expiration of the pre-set due date or the student will receive a mark of zero (0) for any missed assignments.**

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.
- **All quizzes must be completed before the expiration of the pre-set due date or the student will receive a mark of zero (0) for any missed quizzes (see schedule for dates).**
- Once the quiz has been 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.

Exams

- The final exam will be scheduled by the Registrar's Office during exam week(s). **2 hours** will be given for the final exam to be written. **Do not plan any activities during this time.**
- Approved calculators and approved translation devices are the only electronic devices allowed during the final examination. No programmable calculators will be allowed. Textbooks or notes will not be allowed in the examination area. Cell phone calculators may **not** be used in examinations.
- 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.

Assignment, Quizzes, and Exam Policies:

- Assignments, quizzes, and exams will be written as scheduled. **No rewrites/rescheduled exams will be given.** If there is an excusable absence, the weighting of the missed exam will be added to the final exam weighting. If the absence is not excusable, a grade of 0% will be given.
- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked. Any exams/quizzes/assignments contested after this time frame will not be given consideration.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom, resulting in a marked absence.... i.e., excessive/disruptive talking, texting, taking phone calls, etc...
- Students are expected to demonstrate professional conduct for the duration of the course. Some aspects of this include the following: attending each class and arriving on time, restricting discussions in class to the current course material, keeping mobile phones in the “off” or “silent” modes, and not placing or answering calls, text messages, or emails during class time. Unprofessional conduct is disruptive to the learning environment and makes mastering the course material more difficult for all students. If behavior is deemed to be disruptive to the classroom environment, the student will be required to leave. Students are responsible for any missed content due to missed classes (excused or unexcused).
- **Photographing and/or recording course content is strictly prohibited.**

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

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week Beginning	Chapter Covered	Additional Information
September 1 (Thu)	Introduction & Chapter 1	
September 5	Chapter 1	<i>Quiz & Assignment due</i>
September 12	Chapter 2	<i>Quiz & Assignment due</i>
September 19	Chapter 3	<i>Quiz & Assignment due</i>
September 26	Chapter 4	<i>Quiz & Assignment due</i>
October 3	Chapter 5	<i>Quiz & Assignment due</i>
October 10	Fall Break – No Classes	
October 17	Chapter 6	<i>Quiz & Assignment due</i>
October 24	Chapter 7	<i>Quiz & Assignment due</i>
October 31	Midterm – 30%	Chapters 1-7
November 7	Chapter 8	<i>Quiz & Assignment due</i>
November 14	Chapter 9	<i>Quiz & Assignment due</i>
November 21	Chapter 10	<i>Quiz & Assignment due</i>
November 28	Chapter 11	<i>Quiz & Assignment due</i>
December 5	Chapter 12	<i>Quiz & Assignment due</i>
December 14 – 22	Final Exam (TBA) – 35%	Chapters 8-12

STUDENT RESPONSIBILITIES:

Student Conduct

As a student, it is your responsibility to read, understand and comply with the Polytechnic's academic policies, which are reviewed regularly, updated, and posted on our Polytechnic website. If you have any questions regarding these policies, please contact Student Services.

Attendance

Regular attendance is crucial for student success. As noted in the Rights and Responsibilities, faculty members may prescribe attendance requirements for specific courses and in addition, programs may have mandatory attendance requirements.

Students receiving training allowances or other forms of financial assistance are expected to be aware of and comply with the conditions of their sponsorship, which generally require regular attendance. The Polytechnic is obliged to provide attendance requirements directly to the sponsoring agency to ensure continued financial assistance.

Attendance is mandatory for apprentices. Unauthorized absences may result in termination of training and training allowances.

Time Management

The expectation for this course is that students read/review the text material prior to class; see white text pages for concepts/theory. 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 readings and exercises.

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.

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 Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Student Rights and Responsibilities policy which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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