

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Fall 2022

#### EC1010 (A2): Introduction to Microeconomics – 3 (3-0-0) UT 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:** Dr. Chuntai Jin                      **PHONE:** (780) 593-2857  
**OFFICE:** C309    **E-MAIL:** [cjin@nwpolytech.ca](mailto:cjin@nwpolytech.ca)  
**OFFICE HOURS:** Monday & Wednesday, 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(S):

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, 10<sup>th</sup> 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. Students must have access to *Connect* for online practices, assignments and quizzes. An access code is required 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.

**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 are positive and negative externalities and how externalities affect economic efficiency
- 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 labour market and monopsony
- the relationship between the marginal revenue product of labour and the demand for labour

## 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 .....	10%
Quizzes .....	20%
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: (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, 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.** For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>

**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 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 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.

### **SMART BOOK, ASSIGNMENTS, QUIZZES AND EXAMS:**

Students are expected to complete all assignments and quizzes and submit them before the due dates.

**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 are 12 assignments throughout the semester. The best 10/12 accounts for 10% of the final grade with each assignment worth 1% of the final grade, regardless of the length of the assignment.
- Students will be given a maximum of two attempts at each assignment.
- The assignments will be marked immediately once submitted. Corrections for the attempted assignments will be made available to the students immediately.

#### **Quizzes**

- There are 12 quizzes throughout the semester. The best 10/12 accounts for 20% of the final grade.
- Each quiz consists of 20 multiple choice questions.

- Students 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.
- Once you start the quiz, you must complete it 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 **Thursday, November 3**.
- The final exam is cumulative and will be scheduled by the registrar’s office during the December exam period (**December 14 – 22**).

### COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week Beginning</u>	<u>Topics</u>	<u>Required Reading</u>	<u>Assignments Due Dates</u>	<u>Quizzes Due Dates</u>
Sep 1	D2L, Connect, Course Outline	Syllabus		
Sep 5	Scarcity, Choice and Technology	Chapter 1	A1: Sep 11	Q1: Sep 13
Sep 12	Demand and Supply: An Introduction	Chapter 2	A2: Sep 18	Q2: Sep 20
Sep 19	Demand and Supply: An Elaboration	Chapter 3	A3: Sep 25	Q3: Sep 27
Sep 26	Elasticity	Chapter 4	A4: Oct 2	Q4: Oct 4
Oct 3	Consumer Theory of Demand	Chapter 5	A5: Oct 9	Q5: Oct 11
<b>Oct 10</b>	<b><i>Fall Break - No Classes - October 10 - 14</i></b>			
Oct 17	Costs of Production in the Short Run	Chapter 6	A6: Oct 23	Q6: Oct 25
Oct 24	Costs of Production in the Long Run	Chapter 7	A7: Oct 30	Q7: Nov 1
<b>Oct 31</b>	<b><i>Midterm Exam - Thursday, November 3 - Chapters 1-7</i></b>			
Nov 7	Perfect Competition	Chapter 8	A8: Nov 13	Q8: Nov 15
Nov 14	Evaluation of Competitive Markets	Chapter 9	A9: Nov 20	Q9: Nov 22
Nov 21	Monopoly	Chapter 10	A10: Nov 27	Q10: Nov 29
Nov 28	Imperfect Competition	Chapter 11	A11: Dec 4	Q11: Dec 6
Dec 5	The Factors of Production	Chapter 12	A12: Dec 11	Q12: Dec 12
<b>Dec 14-22</b>	<b><i>Final Exam - TBA - Chapters 1-12</i></b>			