



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2019

EC2810 A2: Microeconomic Analysis I – 3(3-0-0) UT 45 Hours for 15 Weeks

INSTRUCTOR: Dr. Chuntai Jin **PHONE:** (780) 539-2857
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OFFICE HOURS: Mondays & Wednesdays, 10:00-11:30AM

CALENDAR DESCRIPTION:

The theory of consumer behavior, theory of production and cost, price and output determination under competition, monopoly and other market structures are presented.

PREREQUISITE(S)/COREQUISITE:

EC1010

REQUIRED TEXT/RESOURCE MATERIALS:

Microeconomics, 5th Edition, Besanko & Braeutigam, John Wiley & Sons, 2014

DELIVERY MODE(S):

Classroom work will include lectures and discussions of required topics, selected problems, and cases. Students are expected to participate fully in their discussion and analysis. Textbook is used extensively in class, so make sure to bring the textbook with you for each class.

COURSE OBJECTIVES:

In this course, we will revisit several microeconomic topics that have been introduced in introductory microeconomics (EC 1010) but in a greater depth. This course introduces students to the intermediate concepts and techniques of microeconomic analysis. Attention will be paid to the theory of supply and demand; theory of consumer behavior; theory of production and cost; welfare analysis; price and output determination under different market structures.

LEARNING OUTCOMES:

At the end of the course, students are expected to be able to apply microeconomic tools to the analysis of economic issues such as welfare program, governmental subsidies and taxes in a greater depth. In addition, students should be able to use economic models (including supply and demand, models of the behavior of competitive and monopolistic firms, consumer optimization models) to analyze economic behavior and social issues.

TRANSFERABILITY:

EC 2810 is transferable to the following Alberta Colleges and Universities:

- Athabasca University: ECON 357 (3)
- Burman University: ECON 2xx (3)
- Concordia University of Edmonton: ECO 281 (3)
- King's University, The: ECON 3xx (3)
- MacEwan University: ECON 281 (3)
- University of Alberta: ECON 281 (3) or AUECO 203 (3)
- University of Calgary: ECON 301 (3)
- University of Lethbridge: ECON 3010 (3)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

**** 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%
Moodle quizzes	20%
Term test 1	20%
Term test 2	20%
Final exam.....	30%

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	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:

<u>Part</u>	<u>Topic</u>	<u>Required Reading</u>
1	Introduction to Microeconomics	Chapter 1,2
2	Consumer Theory	Chapter 3,4,5
	<i>Term Test 1 (Thursday, October 10, 2019)</i>	<i>Chapter 1-5</i>
3	Production and Cost Theory	Chapter 6,7,8
	<i>Term Test 2 (Thursday, November 7, 2019)</i>	<i>Chapter 6-8</i>
4	Perfect Competition	Chapter 9,10
5	Monopoly, Monopsony and Imperfect Competition	Chapter 11,13

STUDENT RESPONSIBILITIES:

- **Participation:** Regular attendance is critical to success in this course. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework.
- **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 readings and exercises.
- **Cell Phones:** The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting during class is therefore prohibited. **Cell phones must be either turned off or set to silent mode during class.**
- **Recording:** Photographing and/or recording course content is strictly prohibited.

STUDY & WEB RESOURCES:

All relevant course materials (course outline, lecture notes, quizzes, etc.) will be available on Moodle (<http://moodle.gprc.ab.ca>). Students are responsible for checking Moodle regularly and downloading the lecture notes before each class.

ASSIGNMENTS, QUIZZES ON-LINE, AND EXAMS:

- Students are expected to finish all assignments and quizzes. Due dates of all assignments and quizzes are available on Moodle. **Late assignments are NOT accepted.** Late assignments and missed quizzes and tests will result in a grade of zero unless prior arrangements have been made with the instructor.

Quizzes

- There will be 10 quizzes throughout the semester. The best 8/10 will account for 20% of your final grade.
- Each quiz consists uniformly of 20 multiple choice questions and is randomly generated from a test bank of variable size. No two students will necessarily write the same quiz.
- The quizzes will be marked immediately and the students will receive their grade 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 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 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.
- The student will be given a maximum of two attempts at each chapter quiz.
- The quizzes will be available to the students after the due date to use as a study tool for midterm and the final exam.

Exams

- **Term test 1** will be written upon the completion of chapter 5. **Term test 2** will be written upon the completion of chapter 8. **Final exam** will be scheduled by the registrar's office during December exam period. Plan to be here during that time.

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 Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

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

Plagiarism

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

Cheating

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as **speaking to other students or communicating with them under any circumstances whatsoever**
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so

- leaving answer papers exposed to view, or any attempts to read other students' examination papers
- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- **Absolutely no examination materials may be removed from the examination room.** All papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.