



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2017

EC 2810: 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:

Participation	5%
Assignments (3)	10%
Moodle quizzes (8/10)	15%
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 <i>Term Test 1</i>	Chapter 3,4,5 <i>Chapter 1-5</i>
3	Production and Cost Theory <i>Term Test 2</i>	Chapter 6,7,8 <i>Chapter 6-8</i>
4	Perfect Competition	Chapter 9,10
5	Monopoly, Monopsony and Imperfect Competition	Chapter 11,13, 14*

* If time permits

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:** Recording (audio, image, video) is permitted only for individual study and **only with instructor approval prior to the recording being done.** Any other use of recording constitutes Non-academic Misconduct and will be dealt with in accordance with the Student Code of Conduct procedures.

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.

STUDY & WEB RESOURCES:

All relevant course materials (course outline, lecture notes, quizzes, announcements, 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.
- Each quiz on Moodle 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. Quizzes may only be taken once and require you to log in to the website under your own name and password. Grading is immediate and will appear in your on-line gradebook. The quizzes may be taken at any time before the due date (available on Moodle) and from any location with internet access. However, all quizzes are to be done by **11:59PM** on the due dates. After this date they are turned off. Secure and reliable access is recommended and there is a **2-HOUR** limit on each on-line quiz. Normally, however, students spending more than 45-50 minutes per quiz are ill-prepared. Once the quiz starts, you must complete the entire quiz within 2 hours. 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. Hence, if you complete 10 questions and decide to log off for any reason, your grade will, at most, be 10/20=50% assuming all 10 questions completed were correct.
- **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.