

# **Economics 1021A, Section 550**

## **Principles of Microeconomics**

### **COURSE INFORMATION**

Huron University College, Fall 2018

Economics 1021A

Section 550

Classroom: HC-V214

Time: Monday 10:30 – 11:20, Wednesday 9:30 – 11:20

### **INSTRUCTOR'S INFORMATION**

Michael Kottelenberg

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Phone: (519) 438-7224 ext 603

Office: V132

Office Hours: Tuesday 12:30 – 1:30, Friday 10:00 – 12:00

Please use your UWO email when communicating with me.

Please also include the course code in the subject line.

### **COURSE DESCRIPTION**

This half-year course presents a survey of the principles of microeconomics. We focus primarily on the economic behavior of consumers and firms, and on various market structures including competitive markets, monopoly, monopolistic competition and oligopoly. We also examine selected topics in government regulation, factor markets and public policy.

### **COURSE OBJECTIVES**

- The course introduces some key concepts in microeconomics, including supply and demand, market equilibrium, opportunity cost and marginal analysis.
- Students will understand how these concepts are used to guide the decisions of consumers, business managers and government policy makers. These concepts will help students gain a deeper understanding of current economic events.
- At the end of the course students should be able to critically analyze news reports and articles on economic and business matters.

### **CLASS METHODS**

Classes will be primarily lecture based with some time devoted to discussion and other learning activities.

## TEXTBOOK

Parkin, Michael and Robin Bade, Microeconomics: Canada in the Global Environment, 10<sup>th</sup> edition, Pearson, 2018.

### Supplementary Workbook:

MyEconLab which is an online source containing exercises and practice tests for each chapter in the text. This learning tool comes packaged with the purchase of the textbook but it can also be purchased separately.

Although not required there is also a study guide (hard copy) available for the text:  
Cohen, Avi and Harvey King, Study Guide to accompany Microeconomics: Canada in the Global Environment, 10th edition, 2012.

## COURSE EVALUATION

20%	Midterm	Monday October 1, 2018 (in-class)
30%	Midterm	Monday November 5, 2018 (in-class)
50%	Final Exam	During the Exam Period (December 10 – 21)

Note: There will be no make-up tests for missed mid-term examinations. If you fail to write a mid-term examination you will receive the mark of zero. Should you miss a mid-term examination for a legitimate reason, such as a serious illness, the marks allotted to the missed examination can be reallocated to the final examination in this course subject to approval by the Dean's Office. It is your responsibility to request such a reallocation and to provide appropriate documentation to support the request. This documentation must be taken to an Academic Advisor in the Academic Counseling Office for approval by the Office of the Dean.

## TENTATIVE COURSE SCHEDULE

1. The Economic Problem. Text, Chapters 1 & 2.
2. Demand, Supply, and Markets. Text, Chapters 3, 4, 5, 6, & 7.
3. The Behaviour of Consumers. Text, Chapters 8 & 9.
4. The Firm's Output and Costs. Text, Chapter 11.
5. Market Structures – Perfect competition, Monopoly, Monopolistic Competition, and Oligopoly. Text, Chapters 12, 13, 14 & 15.
6. The Market for Factors of Production. Text, Chapter 18.



**The Appendix to Course Outlines is posted on the OWL course site.**