ECON 101 A, Introduction to Micro-Economics

3 credits, 3 hours per week

Microeconomics examines the question of how individuals and firms use their scarce resources to attain economic goals, and how different economic systems try to solve this central problem of scarcity. Students will learn how individuals make consumption decisions and how firms determine how much to produce and what price to charge for products/services given their costs and the market structure of the industry they operate within. The topics of economic functions of government, labour market fundamentals, environmental economics, and income inequality are also examined.

Instructor

Name	Dr. Pratibha Shalini
Office Number	S113 A
Phone Number	780-791-8946
Email	pratibha.shalini@keyano.ca

Virtual Office Hours

Days	Time	Location
Tuesday	9:00 am – 11:30 am	Microsoft Teams
Thursday	9:00 am – 11:30 am	Microsoft Teams

Hours of Instruction

Days	Time	Location
Monday	1:00 pm – 2:20 pm	S207
Thursday	1:00 pm – 2:20 pm	S207

Required Resources

Text: **Principles of Microeconomics, 10th Edition;** ISBN 1260326470 · 9781260326475; By John Sayre, Alan Morris; © 2021 | Published: January 27, 2021.

Other supplies:

- Access to notebook/PC

- Access to McGraw Hill Connect for self-learning and practice. The required textbook is available at the Keyano Bookstore with an access code for McGraw Hill Connect.
- Access to a web camera – Proctorio, the proctoring software will require access during exams/quizzes

Course Learning Outcomes (CLO)

Upon successful completion of the course, the student shall be able to:

1. Evaluate economic theory and analyze the problem of scarcity.

   The following concepts, skills, and issues are used to support this Outcome:

   - Explain scarcity and how resource use decisions are affected by rationality assumption, costs, benefits, and incentives.
   - Define and distinguish micro- vs. macroeconomics.
   - Explain the scientific method and differentiate between positive and normative economics.
   - Describe the relationship among theories, policies, and socioeconomic goals.
   - Draw the production possibilities curve and identify opportunity cost associated with scarcity.
   - Define the law of diminishing marginal utility and how it impacts the decisions of consumers.

2. Analyze forces of demand and supply in the market system.

   The following concepts, skills, and issues are used to support this Outcome:

   - Specify the laws of demand and supply.
   - Graph demand and supply curves and find equilibrium.
   - Illustrate how changes in demand and supply affect equilibrium.
   - Demonstrate real-life examples of price floors and price ceilings.
   - Explain market efficiency and market failure.
   - Calculate price elasticity and illustrate the effects of the determinates of elasticity.

3. Produce detailed production cost schedules and predict the firm's profit-maximizing behaviour(s).

   The following concepts, skills, and issues are used to support this Outcome:

   - Differentiate between accounting vs. economic profit.
   - Calculate and compare short-run and long-run costs.
   - Distinguish between average costs, marginal costs, and diminishing returns (interpret relationships between these costs).
   - Determine the breakeven and shutdown points for a firm.

4. Assess the characteristics of a firm and identify the relevant market structure.

The following concepts, skills, and issues are used to support this Outcome:

- Define the characteristics of four market structures: perfect competition, monopoly, monopolistic competition, and oligopoly
- Calculate revenue/cost data and use marginal analysis to predict the rate of production.
- Define barriers to entry for appropriate market structures.
- Develop short-run supply curves and evaluate long-run behavior.
- Explain common types of behavior exhibited by firms in each market structure.
- Identify and explain the social costs of various market structures.

5. Critique the economic function of government in Canada and its' role in managing the business environment.

The following concepts, skills, and issues are used to support this Outcome:

- Identify and explain the political and economic functions of government.
- Distinguish between different types of tax systems and identify major types of taxes and levels within Canada.
- Identify how the government redistributes income.
- Explain externalities and how these occur.
- Discuss the marginal benefits and costs of pollution and the government's role in protecting the environment.
- Discuss the labour market and evaluate minimum wage.

Evaluation

Component	Weights
Quizzes and/or Assignments	40%
Term Exam(s)	30%
Final Exam	30%
Total	**100%**

Note:

1. There will be a few group assignments in this course. Working in groups will provide each student the opportunity to develop team skills, improve communication skills, and leverage personal experiences to contribute to group assignments. For collaborative exercises, one grade will be provided to every group member based on the exercise deliverables.
2. All assignments must be completed during the allotted period. If you have a medical note alternate arrangements will be made.
3. Term examinations and the final examination will be written individually by each student.

Course Completion Requirements

The minimum passing grade for this course is a grade point of 1.0 (50% or D). Higher grades may be required to use the course for transfer credit or to satisfy professional designation criteria. Please refer to the credit calendar for more information.

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	C-	1.7	60 – 63.9
Poor	D+	1.3	57 –59.9
Minimum Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

Proposed Schedule

ECON 101A – Introduction to Micro-Economics		
Tentative Schedule		
Date	Monday	Thursday
Week 1 Sept 1		Class 1: Introduction
Week 2 Sept 5 & 8	Holiday: Labour Day	Class 2: Chapter 1 (CLO 1)
Week 3 Sept 12 & 15	Class 3: Chapter 1 (CLO 1)	Class 4: **Quiz 1 – 5%** (CLO 1) Chapter 5 (CLO 1)
Week 4 Sept 19 & 22	Class 5: Chapter 2 (CLO 2)	Class 6: Chapter 2 (CLO 2)
Week 5 Sept 26 & 29	Class 7: Chapter 3 (CLO 2)	Class 8: Chapter 4 (CLO 2) **Assignment 1 – 10%**
Week 6 Oct 3 & 6	Class 9: Revision	Class 10: **Term Exam 1 (15%)** (CLO 1&2)

Week 7 Oct 10 & 13	Holiday: Thanksgiving	Class 11: Chapter 6 (CLO 3)
Week 8 Oct 17 & 20	Class 12: Chapter 6 (CLO 3)	Class 12: Chapter 7 (CLO 3) **Assignment 2 – 5%**
Week 9 Oct 24 & 27	Class 14: Chapter 7 (CLO 3)	Class 15: Chapter 8 (CLO 4)
Week 10 Oct 31 & Nov 3	Class 16: Chapter 8 (CLO 4)	Class 17: Chapter 10 (CLO 4)
Week 11 Nov 7 & 10	Class 18: Chapter 10 (CLO 4) **Assignment 3 (10%)**	Reading Day
Week 12 Nov 14 & 17	Class 19: Chapter 11 (CLO 4)	Class 20: **Term Exam 2 (15%)** (CLO 3&4)
Week 13 Nov 21 & 24	Class 21: Chapter 12/ External Readings (CLO 5)	Class 22: Chapter 12/ External Readings (CLO 5) **Assignment 4 (10%): Recorded presentation (Group activity)** Teams and topics for presentation will be given (Due date: Nov 30th 11:59 pm)
Week 14 Nov 28 & Dec 1	Class 23: (CLO 5) Presentation Prep	Class 24: In-class review of the recorded presentation and follow-up questions.
Week 15 Dec 5	Revision	
TBA	**Final Exam (30%)** (CLO 2-4)	

Please Note:

The date and time allotted to each topic are subject to change.

Performance Requirements and Student Services

Student Responsibilities

As a student, it is your responsibility to contact the Office of the Registrar to complete the required forms, including the Withdraw Course or Program or a Change of Registration form. Please refer to the important dates listed in the Academic Schedule in the [Keyano College credit calendar](). The Keyano College credit calendar also has information about Student Rights and the Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and the Code of Conduct Policies.

Student Attendance

Class attendance is helpful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is an excellent way to keep informed of matters relating to the course administration (e.g., the timing of assignments and exams). Ultimately, you are responsible for your learning and performance in this course. It is the responsibility of each student to be

prepared for all classes. Absent students are responsible for the material covered in those classes, and students must ensure they are ready for their next class, including completing any missed assignments and notes.

Academic Misconduct

Students are considered responsible adults and should adhere to the principles of intellectual integrity. Intellectual dishonesty takes many forms:

- Plagiarism or the submission of another person's work as their own,
- The use of unauthorized aids in assignments or examinations (cheating),
- Collusion or the unauthorized collaboration with others in preparing work,
- The deliberate misrepresentation of qualifications,
- The willful distortion of results or data,
- Substitution in an examination by another person,
- Submitting unchanged work for another assignment, and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies. To ensure your understanding of plagiarism, you may be required to complete the online Understanding Plagiarism tutorial and submit the certificate of completion.

Online Learning

Technology and internet connectivity will impact your online learning experience. You may be required to watch online videos, take online quizzes, or participate in live online classes. Live/virtual courses will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: Moodle (iLearn). Login in using your Keyano username and password. Keyano College operates in a Windows-based environment and having access to the correct tools for online learning is essential. Here's a list of recommended system requirements.

Internet Speed

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with Speedtest by Ookla.

Computer System Requirements

Microsoft Windows	Apple (Mac)
Minimum Requirements:	**Minimum Requirements:**
1. Windows 10 Operating System or above 2. 4GB of RAM 3. 10GB available hard drive storage space 　a. Install the Microsoft Office 365 suite (~3GB) ** 4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.) 5. Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly. *[Microsoft Office 365](#) is free to Keyano students.	1. Mac Operating System 10.14 (Monterey) or above 2. 4GB of RAM 3. 10GB available hard drive storage space 　a. Install the Microsoft Office 365 suite (~3GB) ** 4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.) 5. Mac has built-in anti-virus/malware software. It is important to install system updates to keep your device secured regularly. *[Microsoft office 365](#) is free to Keyano students.
Recommended Upgrades • 8GB of RAM • Regularly back up or synchronize your files, locally or with a cloud-based storage option. OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.	**Recommended Upgrades** • 8GB of RAM • Regularly back up or synchronize your files locally or with a cloud-based storage option. OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.
Tablets, iPads, and Chromebooks are **not** recommended: they may not be compatible with the testing lockdown browsers and Microsoft Office 365.	

Specific Department Requirements

Business and OA programs require Windows 10.
Other programs may utilize Windows-based tools as well.

Computer Software

Students have access to Microsoft Office 365 and Read&Write for free using Keyano credentials.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials; this includes any recordings, slides, instructor notes, etc., on any platform. Thus, no student is allowed to share, distribute, publish or sell course-related content without permission. It is important to recognize

that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

ITS Helpdesk

If you have issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.

COVID-19 We are subject to provincial, and municipal bylaws, and policies. These decisions may change pending further direction from the Alberta Chief Medical Officer, Alberta Health Services, and other provincial guidelines. To protect yourself and others, get immunized, wash your hands, wear a mask, keep your distance (2m/6 ft) and remain home when feeling unwell. For the most recent COVID-19 information, please refer to albertahealthservices.ca/COVID.

Specialized Supports The Student Services Department is committed to Keyano students and their academic success. There is a variety of student support available at Keyano. All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and they will do their best to accommodate your needs.

Accessibility Services provides accommodations for students living with disabilities. Students with documented disabilities or who suspect a disability can meet with an Access Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact the department to request accommodations for the following semester. Please note that requesting accommodations is a process and requires time to arrange. Contact the department as soon as you know you may require accommodations. For accessibility supports and disability-based funding, please book an appointment by emailing us at: accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students and technology training and support to enhance learning. You can meet with an Access Strategist to learn studying and test-taking strategies. In addition, you can schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing: accessibility.services@keyano.ca

Wellness Services offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators provide a safe and confidential environment for you to seek help with personal concerns. Our Wellness Navigator offers support with basic needs such as housing, financial and nutritional support, and outside referrals when needed. Wellness Services welcomes students to participate in group sessions that address topics including mindfulness and test anxiety throughout the academic year. Individual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research, information, and education technology supports as they engage in their studies. Library staff are available to help you online and in person throughout the semester. Librarians offer individual and small group appointments booked using the online Book A Librarian calendar. The Library also provides research and subject guides to help you with your studies. To view a subject or course-specific guide, check out the complete list of online Subject Guides. To start your research and access citation guides (APA, MLA, Chicago, or IEEE), visit the Research Help page. The Library's collections (including print and online materials) are searchable using OneSearch. The Library offers a Loanable Technology collection to support students accessing and using technology. For an up-to-date list of technology available for borrowing, visit the Library's Loanable Technology webpage. For a detailed list of library resources and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or chat with us online.

Academic Success Centre: The Academic Success Centre at Keyano College (CC-119) provides **free** academic support services to registered students, such as tutoring, writing support, facilitated study groups, workshops, and study space. Academic Content Specialists are available in Mathematics, Science, Trades, Power Engineering, Upgrading/College Prep, Human Services, English, Humanities, and more. Students are encouraged to visit the Academic Success Centre to discuss study strategies and academic concerns. For additional information, please email Academic.Success@keyano.ca.

Academic Success Coach: The Academic Success Coach is located in the Academic Success Centre and works with students to develop academic success plans, time management skills, study strategies, and homework plans. For additional information, please email Academic.Success@keyano.ca.