

PRINCIPLES OF MICROECONOMICS
ECONOMICS 1021A – 650
Department of Economics
Western University

COURSE OUTLINE

September 2016

Instructor: Bruce Hammond
Office: 4035 SSC
E-mail: bhammon2@uwo.ca
Office Hours: Wednesday 4:30 – 6:30 pm SSC4035
Course Website: <https://owl.uwo.ca>

Undergraduate Enquiries: 519-661-3507 SSC Room 4075 econugrd@uwo.ca

Registration

You are responsible for ensuring you are registered in the correct courses. If you are not registered in a course, the Department will not release any of your marks until your registration is corrected. You may check your courses by using the Login on the Student Services website at <https://student.uwo.ca>. If you notice a problem, please contact your faculty academic counselor right away.

Prerequisite Note

There is no prerequisite for this course.

Goal of the Course

The goal of this course is to introduce you to the principles of economics and enable you to understand and interpret economic events in the world around you. You will use microeconomics to help understand how pricing and purchasing decisions are made in a market economy.

Learning Outcomes

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

1. Use production possibility theory to explain scarcity, choice, opportunity costs and economic growth.
2. Explain how prices are determined in a market economy and use the supply and demand model to explain and predict price changes.
3. Explain the impact price changes have on the firm's revenue using elasticity.
4. Explain consumer behavior using utility theory and indifference curves.
5. Assess the impact of government intervention in free markets.
6. Calculate the firm's costs in the short run and long run.
7. Describe the characteristics of perfect competition, monopoly, monopolistic competition and oligopoly.
8. Explain how price and output for the firm are determined in perfect competition, monopoly, monopolistic competition and oligopoly.
9. Explain how prices of resources are determined.

Required resources

MicroEconomics: Canada in the Global Environment, 9th edition, Parkin & Bade,

The study workbook “Microeconomics flexText” and the access kit for MyEconLab are also recommended. These can be purchased in a bundle with the textbook.

MyEconLab is an online resource with many valuable aids to help you with your studying and is used to do the optional online quizzes. It can be accessed at the www.pearsonmylab.com website, access to this website is included with the purchase of the textbook package or can be purchased separately. (The Myeconlab website includes an online version of the textbook.)

Microeconomics flexText is a hard copy study guide containing key concepts, self-tests, multiple choice practice questions and short answer problems. It is also included with the purchase of the textbook package or can be purchased separately.

MyEconLab Course Id:

Hammond06404

Method of evaluation (you will be given the higher mark from the following two options)

Option 1

Mid - term test #1 – 25%

Mid - term test #2 – 25%

Exam – 50% (This exam will cover all material taken since the beginning of the course)

Option 2

Online (MyEconLab) quizzes (average of best 9 quizzes) – 10%

Mid - term test #1 – 25%

Mid - term test #2 – 25%

Exam – 40% (This exam will cover all material taken since the beginning of the course)

Mid-term results will be posted on OWL. Final grades will be available on the Student Services website.

All tests and exams are 2 hours and will consist of multiple choice questions.

You are required to bring to the tests and exams:

- Current UWO student ID card
- Pencil
- Non-programmable calculator (cell phones and translators are not allowed.)

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Missed Tests

Students should review the information in the “Please Note’ section and the following regarding missed tests.

If you know in advance that you have a conflict with a mid-term test, you must discuss this with me at least one week before the test date. If your reason for not being able to write the test is approved by me, you will write a make-up test before the regular test date. Please note that even if you have a conflict with a test in another course failure to follow this policy will result in a mark of zero if you miss my test.

If something comes up the day of one of the mid-term tests, then you should email me within 24 hours. You must also see your academic counselor in order for them to review your reason and documentation for missing the test. If both your counselor and I agree that you had a legitimate reason to miss the test (supported by the appropriate documentation) then you will be able to write a make-up test consisting of short answer and essay style questions.

SCHEDULE

Week Starting	Topic	Readings	Activities in MyEconLab	Short Answer Problems in flexText
Sept. 8	➤ Buy textbook and access MyEconlab		Find the Chapter Resources, Sample Tests, and Graded Quizzes	
Sept. 12	➤ Introduction to Economics ➤ Using Graphs	➤ Ch. 1 ➤ Ch. 1 Appendix	- Sample Test Chapter 1-A - Sample Test Chapter 1-B	
Sept. 19	➤ The Economic Problem	- Ch. 2	- Sample Test Chapter 2-A - Sample Test Chapter 2-B - MyEconlab quiz #1 due Sept. 25	- #2 and #3 starting on p. 67
Sept. 26	➤ How Prices and Quantities are Determined (Demand and Supply)	- Ch. 3	- Sample Test Chapter 3-A - Sample Test Chapter 3-B - MyEconlab quiz #2 due Oct. 2	- #5 starting on p. 108
Oct. 3	➤ The Relationship Between Price and Quantity (Elasticity) ➤ Efficiency and Equity	- Ch. 4 - Ch. 5 and "Price Discrimination" pages 307-310	- Sample Test Chapter 4-A - Sample Test Chapter 4-B - MyEconlab quiz #3 due Oct. 9	- #3 and #4 starting on p. 143
Oct. 10	➤ Government Intervention ➤ How an Individual Decides How Much to Buy: <ul style="list-style-type: none"> • Utility 	Ch. 6 - Ch. 8	- Sample Test Chapter 6-A - Sample Test Chapter 6-B - MyEconlab quiz #4 due Oct. 16 - Sample Test Chapter 8-A - Sample Test Chapter 8-B	- #2 and #3 starting on p. 196 - #4 and #5 starting on p. 253
Oct. 15th Mid-Term Test Time and location TBA				
Oct. 17	➤ How an Individual Decides How Much to Buy: <ul style="list-style-type: none"> • Indifference Curves ➤ Economic Profit ➤ Market Types	- Ch. 9 - Ch. 10 pages 223-225 - Ch. 10 pages 233-237	- Sample Test Chapter 9-A - Sample Test Chapter 9-B - MyEconlab quiz #5 due Oct. 23	
Oct. 24	➤ Costs of Production	- Ch. 11	- Sample Test Chapter 11-A - Sample Test Chapter 11-B - MyEconlab quiz #6 due Oct. 30	- #5 and #6 starting on p. 334
Oct. 31	➤ Determining Price and Production Levels in: <ul style="list-style-type: none"> • Perfect Competition 	- Ch. 12	- Sample Test Chapter 12-A - Sample Test Chapter 12-B - MyEconlab quiz #7 due Nov. 6	- #5 and #6 starting on p. 363
Nov. 7	➤ Determining Price and Production Levels in: <ul style="list-style-type: none"> • Monopoly 	- Ch. 13	- Sample Test Chapter 13-A - Sample Test Chapter 13-B - MyEconlab quiz #8 due Nov. 13	- #1a, #1b and #1c starting on p. 392
Nov. 12th Mid-Term Test Time and location TBA				

Nov. 14	<ul style="list-style-type: none"> ➤ Determining Price and Production Levels in: <ul style="list-style-type: none"> • Monopolistic Competition • Oligopoly 	<ul style="list-style-type: none"> - Ch. 14 - Ch. 15 	<ul style="list-style-type: none"> - Sample Test Chapter 14-A - Sample Test Chapter 14-B - Sample Test Chapter 15-A - Sample Test Chapter 15-B - MyEconlab quiz #9 due Nov. 20 	<ul style="list-style-type: none"> - #1, #2 and #3 starting on page 424 - #5 starting on p. 449
Nov. 21	<ul style="list-style-type: none"> ➤ Externalities ➤ Public Goods and Common Resources 	<ul style="list-style-type: none"> - Ch. 16 - Ch. 17 	<ul style="list-style-type: none"> - Sample Test Chapter 16-A - Sample Test Chapter 16-B - Sample Test Chapter 17-A - Sample Test Chapter 17-B - MyEconlab quizzes #10 and #11 due Nov. 27 	<ul style="list-style-type: none"> - #5, #6 and #7 starting on p. 473
Nov. 28	<ul style="list-style-type: none"> ➤ Resource Markets 	<ul style="list-style-type: none"> - Ch. 18 	<ul style="list-style-type: none"> - Sample Test Chapter 18-A - Sample Test Chapter 18-B - MyEconlab quiz #12 due Dec. 4 	<ul style="list-style-type: none"> - #1 starting on p. 520
Dec. 5	<ul style="list-style-type: none"> ➤ Inequality 	<ul style="list-style-type: none"> - Ch. 19 	<ul style="list-style-type: none"> - Sample Test Chapter 19-A - Sample Test Chapter 19-B 	
<p>Final Exam To be scheduled during the exam period (Dec. 10 - 21) Covers all material from the beginning of the course</p>				

Suggestions for doing well in the course:

- Start each week by reading the assigned textbook chapter, then read the powerpoint slides on OWL. These slides are just a summary of some of the key aspects of the topic. They do not contain all of the material that you need to know.
- Work as many problems in MyEconLab as you need to feel comfortable with the material. There are lots of questions in MyEconLab in “Chapter Resources”. Do the Sample Tests as shown above, these are on MyEconLab under “Assignments”, “Take a Quiz/Test”, “Sample Tests and Quizzes”. There are no marks attached to these Sample Tests but they are good practice. After you have completed the sample tests in MyEconLab do the short answer problem in flexText. These can be time consuming but are very beneficial. It is difficult to do well in this course by just reading the textbook, economics requires active learning. Once you feel you have a good understanding of the material do the Quiz on MyEconLab (these can be for marks – refer above under Method of Evaluation.) The Quizzes can be found under “Assignments”.
- If you have any questions about the material, post them on the forum for discussion with your classmates. I monitor the forum to make sure that you aren’t being led astray.
- If you have questions about the course please check the course syllabus, schedule, and OWL before emailing me.

Please Note
Department Policies for 2016 – 2017

Remember that the University expects all students to take responsibility for their own academic Programs. Also remember to check your registration to make sure you are enrolled in the correct courses.

1. Guidelines and policies for the Faculty of Social Science and the Department of Economics are posted online in the current Western Academic Calendar at <http://westerncalendar.uwo.ca>.
2. Students must familiarize themselves with the “Rules of Conduct for Examinations” <http://westerncalendar.uwo.ca/2016/pg136.html>.
3. **Cheating as an academic offence:** Students are responsible for understanding what it means to “cheat”. The Department of Economics treats cheating incidents very seriously and will investigate any suspect behavior. Students found guilty will incur penalties that could include a failing grade or being barred from future registration in other economics courses or programs. The University may impose further penalties such as a notation on your official academic transcript, suspension or expulsion.
4. **Plagiarism:** Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge it by using quotation marks where appropriate and referencing with footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the current UWO Academic Calendar at <http://westerncalendar.uwo.ca/2016/pg113.html>).

The University of Western Ontario uses software to check for plagiarism and students may be required to submit their written work in electronic form. Those found guilty will have penalties imposed as noted in point 3.

5. It is Department of Economics policy that **NO** assignments be dated, stamped or accepted by staff. Students are responsible for submitting assignments in class or to the instructor during office hours.
6. When appealing a mark, students should refer to the University’s Procedures in the current UWO Academic Calendar (<http://westerncalendar.uwo.ca/2016/pg112.html>). Please note the relevant deadlines.

The Department will not consider any appeal unless an attempt has been made to settle the matter first with your instructor. If after this discussion you remain dissatisfied with a grade or other decision, you may proceed with a written appeal (e-mails are not acceptable) to the Undergraduate Director in Economics, stating the reasons for your appeal. A useful form and checklist is provided at http://economics.uwo.ca/undergraduate/program_counselling/responsibilities_policies.html#appeals).

7. Systematic adjustments of a class grade distribution (either up or down) can occur in Economics courses. The fact that grades have been adjusted is **not** grounds for an appeal.
8. Note the following add and drop deadlines:

Last day to **add** a first term half course:
Friday, September 16th, 2016

Last day to **drop** first term half course without academic penalty:
Monday, November 7th, 2016

9. Faculty of Social Science policy states that oversleeping or misreading an exam schedule is not an excuse for a make-up. This rule applies to all mid-term tests and final exams in the Department of Economics.

Policy Regarding Makeup Tests and Final Examinations

*Academic accommodation will **not** be granted automatically on request. You **must** demonstrate by documentation that there are **compelling** medical or compassionate grounds before academic accommodation will be considered.*

If you decide to write a test or an examination, you must be prepared to accept the mark you earn. Rewriting tests or examinations, or having the value of the test or examination reweighted on a retroactive basis, is **not** permitted. Book airline flights after you know the dates of your final examinations. Airline flights must not conflict with test or final exams.

If you are requesting a makeup test for a midterm or a final examination, unless medically incapable, notify your instructor by email or phone, preferably prior to the scheduled date of the test, but definitely within **24 hours** of the date of the test or exam. Failure to follow this procedure may result in denial of a request for academic accommodation or result in a grade of zero. Set up an appointment as soon as possible to meet personally with your instructor. If the instructor is not available, you may send an email message, copying the Undergraduate Coordinator at econugrd@uwo.ca (Social Science Room 4075). **Notifying your instructor of a missed test or exam does not automatically entitle you to a makeup test.**

Students who seek a makeup test or examination must provide medical or other relevant verification that their absence from a regularly scheduled test or examination is beyond their control. Documentation must support your reasons. Medical documentation should be given to the Academic Counselling Office of your *home* Faculty **as soon as possible (preferably within 24 hours of the test)** if you know you may not be able to write your final examination on the scheduled day and time. Failure to follow this procedure, or to provide supporting documentation, may result in denial of a request for academic accommodation or result in a grade of zero. If your documentation is not acceptable, you will be given a zero for the missed test.

For personal illness, if you consult Student Health Services regarding your illness or personal problem, you should request a Student Medical Certificate from the physician. If you were seen by an off-campus doctor, obtain a certificate from his/her office at the time of your visit. The off-campus medical certificate form must be used and can be found at: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf. Notes stating "For Medical Reasons" are not considered sufficient.

For any other circumstances, if you are not sure what documentation to provide, ask your Academic Counsellor. If your documentation is judged sufficient, the Academic Counsellor will issue a Recommendation for a Special Examination (a single form for midterms or a triple color form for final examinations). Once you have this form, contact your instructor as soon as possible to make

arrangements. Even if approved from your home faculty Academic Counsellor, there is no guarantee that you will be allowed to write the makeup test and exam.

For final examinations, you need permission from your *home* Faculty Counsellor, your instructor, and the Department Undergraduate Director. Failure to follow this procedure may result in an examination grade of zero. You must ensure that the Special Examination form has been signed by the instructor and Department Undergraduate Director and that the form is returned to the Academic Counselling Office for approval without delay. Make-up final examinations, if permitted, will be written within one month of the end of the exam period.

Policies Regarding Academic Accommodation

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Policy Regarding Class Attendance

If your instructor views your class attendance as unsatisfactory, you can be prohibited from writing the final examination. If there is intent to make use of this University policy, you will be notified in writing.

Statement on Mental Health and Support Services

If you or someone you know is experiencing emotional/mental distress, there are several resources here at Western to assist you. Please visit <http://www.uwo.ca/uwocom/mentalhealth/> for more information and a complete list of resources, as well as how to obtain help.

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