

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title:- INTRODUCTION TO MICROECONOMICS

Code No.:- ECN 203-3

Program:- ACCOUNTING/BUSINESS/GEN.ED.

Semester:- FOUR

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**INTRODUCTION:**

Economics is a constant part of our day-to-day lives as we engage in various activities to earn a living and enjoy life. The subject is, therefore, important to all of us.

This course will take a practical approach in introducing microeconomic theory as it applies to the contemporary economy and economic problems in Canada. The basic tools of supply and demand will be examined as to how they interact to determine prices under a variety of conditions ranging from highly competitive to monopoly industries. Other economic problems and issues will be discussed including corporate concentration, economics and the environment, international trade, etc.

**GENERAL OBJECTIVES:**

1. To stress the importance of microeconomic theory & the role it plays in our daily lives.
2. To provide students with the knowledge of microeconomics in terms of the operation of markets including:
  - a) the economic roles of markets in determining answers to the three basic economic questions.
  - b) the operation of supply and demand in various markets for goods, services, labour and capital; and
  - c) the degree of producer control over prices arising from various market conditions.
3. To explore the economic implications of government regulations on business and quality of life.
4. To examine the economic gains made from international trade.
5. To discuss some of the policy debates with respect to international trade and, in particular, Canada's trading with other nations.
6. To help the student develop a better knowledge of current economic problems in Canada, possible solutions to these problems and their consequences.

Major learning objectives for each chapter will be provided as the course progresses.

### GENERAL EDUCATION REQUIREMENTS

This course meets the general education criteria as follows:

#### Duration:

This course is three hours per week for 16 weeks.

#### Meeting Societal Challenges:

This course will contribute to the student becoming an informed citizen as the material will examine a number of important economic issues. Some of these issues will include supply and demand, elasticity, utility and benefit, costs of production, types of competition, efficiency, the Competition Act, gov't regulation of business, environmental issues, and international trade.

Student's personal growth will be enhanced in the following ways:

- a. Students will be encouraged to listen to the broadcast media and read newspapers, etc. for economic and business news.
- b. Students will be given opportunities to discuss current economic issues along with the theory. This will enable them to share & discuss different points of view.
- c. Assignments and discussions will help students develop skills in problem solving, decision making, and critical thinking.

#### Historical, Theoretical, and Contemporary:

- a. Historical Context - This course will include the development of international trade and will focus on GATT Rounds, the Auto Pact, FTA, & NAFTA. It will also examine the development of competition policy & the Competition Act.
- b. Theoretical Basis - In addition to the basic economic terms, this course will include the theories of supply and demand and their application, production costs and profit maximization, gains and losses from international trade, and international trade policy debates.
- c. Application to Contemporary Life - Current economic issues such as government regulations, economics and the environment, competition and industrial concentration, international trade, etc. Students will be required to read, listen, and watch news items to enhance this process.



Supports Continuous Learning:

Economics is not an exact science. It, therefore, does not always provide a clear and definite answer. This will help students develop critical thinking, and problem solving skills as they examine and discuss various alternatives. Communication skills will also be developed as the students examine their views related to the economic theory and contemporary issues. These skills may be used in other areas of study and in the students' daily lives.

Evaluation and Teaching Methods:

The course material may be covered in a variety of methods including reading, lectures, discussions, case studies, and group work, if appropriate.

Evaluation will include assignments, quizzes and tests. The quizzes and tests will be essay and objective type instruments.

CSAC Goals:

a. Civil Life - This course will help develop an understanding of the difficult economic issues of our time including government relations and de-regulation, the environment, and international trade.

b. Personal Development - Knowledge and application of basic economic theory can assist an individual in achieving a standard of well-being and provide useful information related to economic planning. This course will also assist students in becoming more aware and understanding various events which occur nationally and internationally.

c. Social Understanding - Many of the social problems we face in Canada are economic problems. This course will focus on some of these problems and help students draw some conclusions with regard to a better understanding of these problems and possible solutions.

d. Work and the Economy - This course contains elements involving economic change, the global economy, free trade and trading blocks, economic policy, health and safety and other quality of life issues.

Broad Contexts:

This course is offered at an introductory, general level and will be of interest and benefit to all students. Whether we like it or not, all of us, regardless of occupation, income level, sex, etc., are involved in the economy. We are required to make many economic decisions, and we are affected by economic decisions of others.

METHODOLOGY:

A variety of methods may be employed to cover the course content. These may include lectures, discussions and study groups, depending on the size of the class and the commitment and involvement of the students. Students will be required to read and understand the relevant chapters of the textbook and other assigned readings.

Student projects and/or other assignments will also be required.

EVALUATION AND MARKING SCHEME:

Students will be evaluated on the following basis:

Quizzes	20%
Project or Assignments	15%
First Test	20%
Second Test	20%
Final Exam (semester work)	25%
TOTAL	<hr/> 100%

TESTS:

All tests will consist primarily of essay questions. Some multiple choice questions (or other objective type questions) may be used to complement and extend the test areas.

Dates of the tests will be announced approximately one week in advance. Students are required to take the tests as scheduled.

If a student is not able to write a test because of illness, or a legitimate emergency, that student must contact the professor prior to the test and provide an explanation which is acceptable to the professor. (Medical certificates or other appropriate proof may be required.)



Following the student's return to the college, he/she must request, in writing, to make up for the missed test. This request will be in proper letter form and outline the reasons for requesting special considerations. Making such a request does not guarantee that the student will receive permission to make up for the missed test. The professor will consider the request, and if permission is granted, the test will be given at the end of the semester, or at some other time at the professor's convenience. This is to allow time for the student to prepare for the test without missing important work and to allow time for the professor to prepare a new test.

Such requests must be made within one week of returning to the College. In considering the request, the professor will take a number of factors into consideration. These will include, but not limited to, the student's attendance, completion of all other quizzes, tests, assignments, etc. and the likelihood of the student being successful.

In all other cases, the student will receive a mark of zero for that test.

THERE WILL BE NO REWRITES OF INDIVIDUAL TESTS.

QUIZZES:

Quizzes may, or may not, be announced in advance. If a student misses a quiz, he/she will receive a zero for that quiz. No make-up quizzes will be given. Consideration may be given to students who miss a quiz but who made some arrangements in advance.

Final Grade:

The final grade will be based on the following scale:

- 90% and more	"A+"
- 80% to 89%	"A"
- 70% to 79%	"B"
- 60% to 69%	"C"
- 59% or less	"R"

Each student must meet the following requirements in order to complete this course successfully:

1. Must complete, in a fashion acceptable to the professor, all projects and other assignments.
3. Must write two tests and the final exam. If a student misses a test, or the final exam, and has not made appropriate arrangements as above, he/she will receive a mark of zero for that test/exam.
3. Must have an overall mark of 60%. This mark includes all work in the semester.

Students who are not successful in achieving the minimum mark of 60% and/or do not complete the required assignments in an acceptable fashion, as they are due, will repeat the course. THERE WILL BE NO SUPPLEMENTARY TESTS.

#### RESOURCE MATERIAL:

Principal Text: Parkin & Bade; Economics: Canada in the Global Environment, Third edition; Addison-Wesley Publishers Ltd., 1997.

- Support Material:
1. Microeconomics (Fourth Edition); Blomqvist, Wonnacott, & Wonnacott; McGraw - Hill Ryerson Ltd., 1994.
  2. Elijah M. James, Economics: A Problem Solving Approach, Third Edition; Prentice-Hall Canada, Inc., 1994.
  3. Current newspapers and periodicals and other appropriate material.

#### ASSIGNMENTS, PROJECTS, QUESTIONS, ETC.:

All assignments, projects, questions, etc. must be submitted to the professor at the beginning of class on the due date. If no class is scheduled on the due date, students are required to deliver the assignments to the professor's office, by the designated time. Assignments may be submitted in advance but no assignments will be accepted after the stated deadline. It is the student's responsibility to ensure the professor gets his/her completed assignment.



Questions assigned for homework must be completed promptly and be available at any time to be submitted for evaluation. They, too, will be collected at the beginning of class. Materials not submitted in accordance with these requirements and where no arrangements have been made, will be given a mark of zero.

#### RETURN OF STUDENTS' WORK:

Quizzes, tests, assignments, projects, etc. will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks after that class. Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, assignments, etc. will be held for three weeks. If they have not been picked up by students within that three-week period, the tests, assignments, etc. will be discarded.

Tests, etc. will be returned only to those students to whom they belong. In limited circumstances, tests, etc. may be given to another student, if the student to whom they belong provides written instructions to the professor requesting that the tests, etc. be given to a particular individual.

#### ASSISTANCE IS ALWAYS AVAILABLE:

IT WILL BE TO THE STUDENTS' ADVANTAGE TO HAVE ANY QUESTIONS, CONCERNS, OR PROBLEMS RELATED TO THIS COURSE RESOLVED AS SOON AS POSSIBLE. IF YOU REQUIRE ANY ASSISTANCE, SEE YOUR PROFESSOR. HE WILL BE MORE THAN HAPPY TO HELP.

Review classes will be held as deemed necessary by the professor. Tutorials held outside of class time may also be arranged at the mutual convenience of the students and the professor. These review classes and tutorials are not to be used as an opportunity to miss classes.

Students are urged to ask questions and participate in the class discussions. This will enable the student to clarify any issue and also to participate in, and contribute to, the class discussions.

Students are also encouraged to read newspapers, magazines, etc. and to tune in to the radio and television newscasts for economic and business news. This will make economics more understandable, interesting, and practical. It will provide the opportunity for the student to better apply the theory and to enhance his/her opportunity for success in this course.



PLEASE KEEP IN MIND THAT ECONOMICS IS NOT A "SPECTATOR SPORT."  
STUDENTS MUST DO THE REQUIRED WORK IF THEY EXPECT TO BE  
SUCCESSFUL.

## MICROECONOMICS

### Units of the Course Outline

Subject to change, the following is the proposed schedule of subjects to be included in the microeconomics course. They are not necessarily the only subjects to be taught, but rather the major areas to be covered, and are presented to indicate the overall, general direction of the course.

Major learning objectives for each chapter will be provided as the semester progresses.

<u>UNIT</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
1	(Brief Review of Supply & Demand)	
	<u>Elasticity</u>	Chapter 5
	-definition	
	-elasticity of Supply & Demand	
	-elasticity & slope	
	-units free measure	
	-calculating elasticity	
	-factors influencing elasticity of Demand	
	-factors influencing elasticity of Supply	
	-application of elasticity	
	-other measures of elasticity	
2	<u>Demand &amp; Utility</u>	Chapter 7
	-household consumption	
	-utility & marginal utility	
	-benefit & marginal benefit	
	-diminishing marginal utility	
	-diminishing marginal benefit	
	-consumer surplus	
	-paradox of value	
	-indifference curves (Chapter 8)	

<u>UNIT</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
3	<u>Organizing Production</u> -firm & economic problems -forms of business ownership -business finance -opportunity cost & economic profit -firms & markets (Much of this chapter is a review of materials covered in other courses, which the students is required to know. Little time will be spent reviewing this material & it will not be taught again. However, students will be evaluated in this material.)	Chapter 9
4	<u>Output and Costs</u> -firm's objectives & constraints -short-run technology constraints -short-run costs -economies of scale -costs for perfect and imperfect competition	Chapter 10
5	<u>Competition</u> -perfect & other forms of competition -the firm's decision in perfect competition -marginal analysis -tastes & technology -competition & efficiency	Chapter 11
6	<u>Monopoly</u> -how monopolies arise -price discrimination -comparing monopoly & competition	Chapter 12



<u>UNIT</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
7	<u>Monopolistic Competition &amp; Oligopoly</u> -varieties of market structures -monopolistic competition -oligopoly -game theory -oligopoly game	Chapter 13
8	<u>Competition Policy</u> -market intervention -economic theory of regulation -public ownership -anti-combines law	Chapter 20
9	<u>Externalities, the Environment</u> -externalities -economics of environment -internal and external costs -controlling pollution -interprovincial & international conflicts	Chapter 21
10	<u>Trading with the World</u> -patterns & trade -opportunity costs & comparative advantage -gains from trade -trade restrictions -case against restrictions -FTA	Chapter 37

Note:

Additional required readings may be assigned as the course progresses.

THE ABOVE SCHEDULE WILL BE INTERRUPTED BY TESTS AND IS SUBJECT TO CHANGE FOR OTHER REASONS.

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