

I. COURSE DESCRIPTION:

Economics is the study of the allocation of scarce productive resources to produce goods and services that are used to maximize human satisfaction in the face of unlimited human wants and needs. Microeconomics is the study of the outcomes by people and firms in various sectors. This course will examine such decisions with a focus on supply and demand, the costs of production, and market structure.

II. LEARNING OUTCOMES AND ELEMENTS OF PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Review the basics of economics and the fundamental issues involved in the theory of Supply and Demand.

Potential Elements of Performance:

- Define Economics.
- Discuss the concepts of scarcity, factors of production and the three basic economic questions
- Distinguish macroeconomics and microeconomics.
- Develop and discuss a production possibility curve.
- Explain the difference between Demand and Quantity Demanded,
- Explain the difference between Supply and Quantity Supplied.
- Identify and explain the various factors that will cause demand to change and supply to change.
- Define equilibrium point.
- Discuss what happens to the variables when either demand or supply changes and when they both change.
- Discuss individual supply and demand as it relates to the market supply and demand.
- Explain how the market works.
- Identify and discuss various types of price controls.
- Provide a complete economic explanation of the key terms in the chapter.

2. Explain the concepts of elasticity of demand and elasticity of supply; be able to calculate them using two methods and use them effectively in a business environment.

Potential Elements of Performance:

- Discuss the concept of elasticity of demand.

- Calculate the elasticity of demand.
- Identify how the sellers total revenue is tied to elasticity.
- Explain the relationship between the elasticity of demand and the slope of the demand curve.
- Discuss some of the applications of elasticity of demand.
- Name and explain the factors which determine the elasticity of supply and demand.
- Explain other types of elasticity.
- Provide a complete economic explanation of the key terms in the chapter.

3. **Discuss demand, utility, benefit, and marginal utility and benefit and their importance in relation to consumption and the marketplace.**

Potential Elements of Performance:

- Define utility and discuss and apply the theory of Marginal Utility.
- Explain the Law of Diminishing Marginal Utility.
- Discuss the Paradox of Value.
- Explain the concept of consumer surplus.
- Discuss price discrimination.
- Explain indifference curves and maps.
- Provide a complete economic explanation of the key terms in the chapter.

4. **Explain the costs of production in a typical business firm.**

Potential Elements of Performance:

- Distinguish between implicit and explicit costs.
- Explain the difference between normal and economic profits.
- Discuss the theory of production.
- Identify and calculate various costs of production.
- Plot various costs of production.
- Provide a complete economic explanation of the key terms in the chapter.

5. **Examine the implications of long-run costs.**

Potential Elements of Performance:

- Distinguish between long-run costs and short-run costs.
- Draw a short-run average cost curve and a long-run average cost curve.

- Explain the concepts of returns to scale and economies of scale.
- Discuss the concept of the right size for a business firm.
- Provide a complete economic explanation of the key terms in the chapter.

6. Discuss the perfectly competitive market model.

Potential Elements of Performance:

- Identify the characteristics of different competitive markets.
- Discuss perfect competition.
- Determine the output level at which the producer breaks even.
- Calculate the output level at which the producer will make the most profit and the advised shut down level.
- Provide a complete economic explanation of the key terms in the chapter.

7. Evaluate the competitive market model.

Potential Elements of Performance:

- Define efficiency, identify various types of efficiency and discuss how they apply to competitive markets.
- Identify and explain the benefits of competitive markets.
- Explain the situations in which competitive markets fail.
- Discuss externalities.
- Provide a complete economic explanation of the key terms in the chapter.

8. Discuss the operation of a monopoly and its impact on the market.

Potential Elements of Performance:

- Explain how monopolies come into existence.
- Calculate and plot various costs and revenues associated with a monopoly.
- Illustrate at what output level a monopoly will maximize profits.
- Contrast a monopoly and perfect competition.
- Discuss why monopolies are bad and what can be said in their defence.
- Explain what is involved in controlling monopolies.
- Provide a complete economic explanation of the key terms in the chapter.

9. **Discuss the behaviour of business firms operating in imperfect competition.**

Potential Elements of Performance:

- Define Oligopoly.
- Define Monopolistic competition.
- Explain the concept of product differentiation.
- Discuss the conditions of operation in oligopoly and monopolistic competition.
- Discuss the differences between the two types of imperfect competition.
- Provide a complete economic explanation of the key terms in the chapter.

10. **Discuss various aspects of international trade.**

Potential Elements of Performance:

- Explain the relationship between specialization and trade.
- Explain factor endowment.
- Discuss the theory of absolute advantage.
- Determine and discuss comparative advantage.
- Discuss the terms of trade and their impact on international trade.
- Explain the benefits of free trade and some of the important qualifications.
- Discuss free trade and protectionism.
- Provide a complete economic explanation of the key terms in the chapter.

11. **Discuss the market for the Factors of Production.**

Potential Elements of Performance:

- Explain the concept of productivity of land, labour and capital.
- Examine the supply of land, labour and capital
- Explain the reasons behind different wage rates.
- Provide a complete economic explanation of the key terms in the chapter.

Marks for the above outcomes will be distributed approximately equally.

III. TOPICS:

1. The Economic Problem
2. Demand and Supply: An Introduction
3. Demand and Supply: An Elaboration
4. Elasticity
5. Consumer Demand
6. The Costs of Production
7. Costs in the Long Run
8. Perfect Competition
9. An Evaluation of Perfect Competition
10. Monopoly
11. Imperfect Competition
12. The factors of production

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Principal Text: Sayre, John E. and Morris, Alan J. (2001) Principles of Microeconomics 3rd Edition; McGraw-Hill Ryerson.

V. Evaluation Process/Grading System

Students will be evaluated on the following basis:

Tests:

The evaluation process will consist of **Four Tests** administered during the term. Each test will be weighted as 25% of the Final Grade as follows:

1. **Test#1:** Reference material is from Chapters 1,2,3 &4
2. **Test#2:** Reference material is from Chapters 4,5&6
3. **Test#3:** Reference material is from Chapters 8&10
4. **Test#4:** Reference material is from Chapters 11&12

Supplementary Test:

A student who has missed a test or failed a test during the semester will have the privilege of writing a Supplementary Test at the end of the semester if they have attended 80% of the classes during the semester. The Supplementary Test will be comprehensive, drawing upon all of the material covered during the semester. The results of the Supplementary Test will replace the lowest failed test or missed test.

THERE WILL BE NO RE-WRITES OF INDIVIDUAL TESTS !!!!

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in	

NR limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see *Policies & Procedures Manual – Deferred Grades and Make-up*). Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Attendance:

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis starting shortly after the semester begins. Students will be advised when the process is to begin. **Students must sign only themselves in!!** Signing for another student, whether the other student is present or not, will be tantamount to academic dishonesty. Students are advised to read the Students' Rights and Responsibilities for the consequences of academic dishonesty. While students are expected to attend all classes, it is understood that circumstances beyond their control may prevent them from doing so. Students who find themselves in this category should treat the classes as a job and take action accordingly.

In all cases, attendance of less than 80% of the scheduled classes is not acceptable.

The professor will use attendance in considering student requests for special consideration in writing the Supplementary Test at the end of the term.

Return of Students' Work:

Tests 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 at the professor's office within three weeks of that class. Tests not picked up within the three weeks will be discarded. End of semester tests will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Tests, etc. will be returned only to the students to whom they belong. In limited circumstances tests may be given to another student, if the student to whom they belong provides written instructions in a formal letter (hard copy) to the professor requesting that the test be given to a particular individual.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Students will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be given a verbal warning on the first occasion. If such behaviour continues, the student will be asked to leave the classroom and will not be permitted to return until he/she commits in writing, typed, (a formal letter) that he or she would conduct himself or herself appropriately in the classroom. This letter will be addressed to the professor.

If a student is asked to leave the classroom a second time, he or she must make an appointment with the Dean who will decide if the student will be permitted to return to class. At that time a copy of the above letter will be submitted to the Dean.

In the event that a student is asked to leave the classroom a third time, he or she will not be permitted back to the classroom for the rest of the semester. The Dean will also decide if any other action needs to be taken.

Students attending this class do so to study Microeconomics. Therefore, no other activity will be permitted. Student's who wish to engage in other activities will be asked to leave the classroom, as described above.

Students will also be asked to leave the classroom, as described above if they are sleeping, or appear to be sleeping, and for putting their feet up on the furniture.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.

IX. GENERAL EDUCATION REQUIREMENTS

This course meets the general education requirements as follows:

Duration:

This course is three hours per week for 16 weeks.

