

General Course Information

Instructor:	Jennifer Teng
<i>Email</i>	jteng@uoguelph.ca
<i>Office Location</i>	MacKinnon 746, Ext. 52357
<i>Office Hours</i>	Hours will be posted on Courselink
<i>Department</i>	Department of Economics and Finance
TA's	Information will be found on Courselink
Class Schedule:	Tue/Thurs 2:30 to 3:50 pm ROZH 104

Course Description

Market economies primarily rely upon the price system as a means of allocating resources in the non-governmental sector of the economy. The objective of Introductory Microeconomics is to develop in students an understanding and appreciation of this price system. The course will survey the strengths and weaknesses of the market economy, as well as the successes and failures of government intervention in the market. A solid foundation of basic theory is required in order to evaluate the strengths and weaknesses of the market system. Once students have acquired facility in handling these analytical tools, attention will turn towards issues of public policy such as marketing boards, competition policy, environmental policy, and trade policy.

Course Assessment

			Type of assessment	Due Date/ location
Assessment 1:	35%	Midterm	The test will consist of multiple-choice questions.	February 14th from 1:00 to 3:00 pm in ROZH 101 and 104.
Assessment 2:	45%	Final Exam	The multiple choice final exam will cover the entire course but more weight will be given to the material covered after the midterm test.	April 8th from 2:30 to 4:30 pm
Assessment 3:	10%	MyEconLab (MEL) Assignments	<ul style="list-style-type: none"> There is one assignment per week, for a total of 12. Only the top 10 will count. Assignments will be completed on-line using MEL software. 	

- Each assignment **MUST** be completed by its due date. Due dates are indicated in MEL.
- You are allowed unlimited attempts per assignment and your grade is the highest of your attempts. Thus, you should try to get perfect on these assignments to be adequately prepared for exams.
- All assignments are to be done individually. Please allow 24 hours for servicing of technical difficulties. Contact **Pearson** with any **technical** problems.

Refer to CourseLink for instructions about using MEL.

Assessment 4: 10% Writing Assignment

- You will be required to complete one writing assignment.
- The assignment must be completed and submitted through Turnitin by the due date, 11:30 pm on March 2nd.
- Due dates are posted on Courslink and the course outline. Contact the **TA** (not the instructors) if you have **timing problems** with either MEL or Turnitin.

The writing assignment is based on Cocktail Party Economics:

Write 750-1000 words on the following topic:

The first five chapters of *Cocktail Party Economics* the authors discuss the concepts of scarcity, value, exchange, production, and comparative advantage. Chapters six and seven discuss the concepts of demand and supply respectively, while chapter eight introduces the concept of an equilibrium. In chapters nine through twelve of *Cocktail Party Economics*, the authors discuss the conditions required for competitive markets to be efficient, and write about those circumstances under which market outcomes are less than efficient. They also argue that while perfectly functioning competitive markets are efficient, it is unlikely that market outcomes are equitable.

In your essay discuss how each of the concepts in the first five chapters (listed above) are useful in understanding the demand and supply model (chapters 6 and 7), and the notion of an equilibrium (chapter 8). Using one of the following five examples discuss the concepts of efficiency, equity, and market failure in the chapters 9 -12 – 1) the Canadian government’s intervention in agricultural

markets (such as poultry and dairy), 2) the provision of public education, 3) air and water pollution produced by Canadian industry, 4) monopoly and monopsony, and 5) financial markets.

Total 100%

Course Resources

Required Texts:

Michael Parkin and Robin Bade, *Microeconomics, Canada in the Global Environment, 8th Ed.* Purchased new, the textbook is bundled with an access code for **MyEconLab (MEL)**. If you purchase a used textbook, you will have to purchase a stand-alone access code for **MyEconLab**. Note that an access code provides you an electronic copy of the textbook.

Eveline Adomait and Richard Maranta, *Cocktail Party Economics: The Big Ideas and Scintillating Small Talk about Markets*

Course Policies

Grading Policies

Administrative Issues

- Final Exam Conflicts: Any student who has a time conflict with the final examination may **not** register in this course.
- Only simple basic calculators will be allowed. If you bring the wrong type of calculator to the exam, it will be confiscated and returned to you after the exam if over. You will have to do the exam without the use of a calculator.
- Bring lead pencils and your student photo ID to the test and final examination.
- Midterm results and answer keys will be posted on Courselink. Students that have a documented medical reason for missing the midterm will have the weight shifted to the final exam.
- There are no make-up MEL assignments (remember 2 can be dropped without penalty).

Course Outline, Required Textbook Reading and MyEconLab due dates:

We will cover Chapters 1 - 8 and 10 - 17 of the textbook. Your professor may not cover every topic or section of the textbook and may present material in a different manner than described in the textbook. You are responsible, nevertheless, for all material assigned in the textbook. The schedule for the course is posted on Courselink under "Content". There you will find, for each week, the chapters you must read.

Assignments, Tests and Quizzes	
MEL 1 (Ch 1 + 2)	Due Jan 16 at 10:29 pm
MEL 2 (Ch 3)	Due Jan 23 at 10:29 pm
MEL 3 (Ch 4)	Due Jan 30 at 10:29 pm
MEL 4 (Ch 5)	Due Feb 6 at 10:29 pm
MEL 5 (Ch 6)	Due Feb 13 at 10:29 pm
Midterm Test	Saturday Feb 14 th 1 to 3 pm in ROZH 101 and 104
MEL 6 (Ch 7)	Due Feb 20 at 10: 29pm

MEL 7 (Ch 8)	Due Feb 27 at 10:29 pm
Writing assignment	Due March 2 at 11:30 pm
MEL 8 (Ch 10 + 11)	Due March 6 at 10:29 pm
MEL 9 (Ch 12)	Due March 13 at 10:29 pm
MEL 10 (Ch 13)	Due March 20 at 10:29 pm
MEL 11 (Ch 14 + 15)	Due March 27 at 10:29 pm
MEL 12 (Ch 16 + 17)	Due April 3 at 10:29 pm
Final Exam	April 8 th at 2:30 pm (Location TBA on webadvisor)

Note: **MEL** Assignments must be submitted by 10:29 pm sharp. However, you should submit at least one or two attempts on a weekday preceding the Friday because you never know when your computer will freeze or the internet connection will be interrupted. **MEL** Experience shows that technical problems seem to happen primarily to people who are trying to submit an assignment at the last minute! Technical problems occurring in the 4 hours preceding the deadline will not be accepted as an excuse for not submitting an assignment.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2014-2015/>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to: <http://www.uoguelph.ca/economics/academics/courses/course-evaluation>

Drop date

The last date to drop one-semester courses, without academic penalty, is March 6th, 2015. For regulations and

procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2014-2015/>

Course Learning Outcomes

In keeping with the University's Learning Outcomes, the Department of Economics and Finance

Learning Outcomes (skills and knowledge competencies) for this course are:

Skills:

1) **Written Communication:**

There is one writing assignment which will be graded with the usual essay writing criteria except for the requirement of a bibliography. The essay will ask you to **evaluate** the content and approach in Cocktail Party Economics.

2) **Numerical Problem Solving:**

Students will **learn** basic problem solving techniques used in microeconomics. For example, this includes techniques to **calculate** elasticities, **determine** the market equilibrium, and **compute** total/marginal/ average costs. This will be assessed with weekly assignments, midterm and the final exam.

3) **Analytical Problem Solving:**

The course will use graphical **analysis to demonstrate and interpret** various economic models, including the demand and supply model, market equilibrium determination, the impact of government regulation on the economy. This will be tested on assignments and midterm.

4) **Problem Solving in a Real World Context:**

Students will **apply** the microeconomic principles learned in this course to critically **examine** everyday economic events. This will be assessed with weekly assignments, midterm and final exam.

5) **Professional and ethical awareness and conduct:**

There will be no extensions on MyEconLab and the writing assignment in order to access **time management** skills.

Knowledge:

1) **Mathematical Methodology:**

Students will **apply** mathematical concepts and tools, such as computing the slope of a line or graphing the relationship between variables, to **explain** basic economic models and the interaction between economic variables. This will be tested on assignments, midterm and the final exam.

2) **Microeconomic Modeling:**

Students must **understand** basic principles of microeconomics (including demand and supply, utility and consumer choice, production and cost, market structure, government intervention and international trade), **demonstrate** basic economic models (ex. the demand and supply model).

3) **Understanding of Specific Markets:**

Specific markets will be **analyzed** in this course, including goods markets, housing market and labour market. This will be tested on assignments, midterm and the final exam.

4) **Economic Policy and Regulation:**

Students must **understand** the successes and failures of government intervention in the market and **explain** the role of public policies, such as competition policy, environmental policy, and trade policy. This will be tested on assignments, midterm and the final exam.