

General Course Information

Instructor:	Elisavet Serenidou
Email	eserenid@uoguelph.ca
Office Location	Remote (Zoom) Link for Class will be posted in Courselink on Announcements and Under Content
Office Hours	Remote: Wednesday
Department/School	Lang School of Business and Economics: Department of Economics and Finance
Class Schedule:	Mon, Wed: 11:30am-12:50pm AD-S Virtual
Pre-requisites:	(ECON*1050 or FARE*1040), (1 of IPS*1500, MATH*1030, MATH*1080, MATH*1200)
Final exam:	Date: Saturday, August 9th , Time: 02.30pm -04.30pm

Course Description

This course will provide students with a deeper understanding of the basic concepts of microeconomic analysis. We will study topics such as consumer and producer theory, perfectly and imperfectly competitive markets, strategic behavior, game theory, and externalities and public goods, among others. There will be an emphasis on analytical tools to complement the intuitive understanding of the subject. Please note that the tools and techniques learned in the MATH prerequisites are absolutely necessary. I will expect that you know these tools and techniques.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

Microeconomic modelling, analysis of specific markets (e.g., perfect competition, monopoly, oligopoly), economic policy and government intervention, mathematical methodology.

Discipline/Professional and Transferable Skills:

Numerical Problem Solving: Students will learn basic problem-solving techniques used in microeconomics. This includes, for example, techniques to calculate elasticities, determine market equilibria, compute different costs, solve the profit-maximizing problem of a firm, and use simple game

theory to analyse strategic interactions between different firms. This will be tested in online quizzes and three exams. *Analytical Problem Solving*: Students will use algebraic and graphical analysis to demonstrate and interpret various economic models, including the demand-and-supply model, determination of the market equilibrium, the impact of government intervention, different market systems (perfect competition, monopoly, oligopoly, among others), strategic interactions between firms, and social welfare. It will be tested in the quizzes and the exams. *Problem Solving in a Real-World Context*: Students will apply the microeconomic principles learned in this course to critically examine everyday economic events.

Attitudes and Values

Professional and ethical awareness and conduct: There will be no extensions on the quizzes in order to encourage time management skills.

Summary of Course Content and Materials

We will cover all Chapters excluding Chapters 11, 13, 16, 20 and 21 of the Recommended textbook. The schedule of assessments for the course is posted on Courselink under "Content". There you will find, for each week, the chapters that we will cover in the class. Time may or may not affect the number of chapters covered

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	30%	6 Bi-weekly quizzes	All	Weeks 2, 4, 6, 8, 10 and 12
Assessment 2:	30%	Midterm exam	All	Saturday, July 5th . 11:00am-12:30pm Midterm will be done using Respondus lockdown Browser and Monitor through Courselink
Assessment 3:	40%	Final exam	All	Saturday, August 9th 02.30pm-04.30pm Final exam will be done using Respondus lockdown Browser and Monitor through Courselink
Total	100%			

Teaching and Learning Practices

Lectures:

Bi-Weekly Lectures will be held on Zoom. Links will be on Courselink.

Course Resources

Required Textbook: Bernheim, B., and Whinston, M., (2014), *Microeconomics 2nd Edition*, McGraw Hill Ryerson.

Title: Microeconomics

Author(s): Bernheim, B., and Whinston, M

Edition / Year: 2nd edition, 2014

Publisher: McGraw-Hill Ryerson

You may purchase the textbook from Amazon at the price of 139.95 Canadian dollars. You may be able to find other prices elsewhere.

Note: Two copies will be placed on reserve in the library. You may buy a used textbook. You DO NOT NEED access to the online website of the book, as we will not use the Connect Study and Testing Program. You may, however, decide to buy the ebook instead of a hard copy. Please be aware that the eBook without connect is cheaper. Make sure you buy only the eBook, as we will not use connect.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students with time conflicts with the final exam cannot register for this course. If the final exam is missed, the course is not completed. If you have a documented medical or compassionate reason for missing a midterm, you will have an opportunity to write a make-up exam at a given date and time (there will be only one make-up per midterm), or you may choose to transfer the weight to the final exam. If you fail to write the make-up exam, the weight of the midterm will not be transferred to the final exam. If you miss a midterm without a legitimate excuse, your grade for the midterm will be 0%. It is the student's responsibility to inform the instructor of a time conflict with a midterm exam within the first two weeks.

of the course and to discuss how this time conflict will be handled. After this period, it is in the instructor's discretion to decide how the time conflict will be handled.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

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/current/c08/c08-amisconduct.shtml>

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Blue by Explorance system](#).

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is **Friday, August 01, 2025**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>