

**THE UNIVERSITY OF PRINCE EDWARD ISLAND**  
**DEPARTMENT OF ECONOMICS**  
**INTRODUCTORY MICROECONOMICS 101 (online)**  
**Fall 2015**

Course Instructor: George Jia  
Class Room and Time: Moodle and MyEconlab  
Office: Main 326  
Tel: 902-566-0566 (Office)  
E-mail: yjia@upei.ca

## General Information

This course provides an introduction to the economic analysis of consumer and producer behavior. Of particular concern is the role of the market in the allocation of resources and the distribution of income, and how these outcomes are affected by imperfections in the market system and by government policy.

## Required Text

There are four different book options for this course (You only need one of these):

1. Textbook with MyEconlab Access card: **Michael Parkin & Robin Bade, *Microeconomics: Canada in the Global Environment Plus MyEconLab with Pearson eText*, 9<sup>th</sup> Can Ed.,(Pearson, 2015)** suggested price: \$149.99 Available on Amazon.ca
2. MyEconLab with Pearson eText: **Michael Parkin & Robin Bade, *Microeconomics: Canada in the Global Environment Pearson CourseSmart*, 9<sup>th</sup> Can Ed.,(Pearson, 2015)** suggested price: \$90 Available at UPEI bookstore
3. Textbook with MyEconlab Access card: **Michael Parkin & Robin Bade, *Economics: Canada in the Global Environment Plus MyEconLab with Pearson eText* 9<sup>th</sup> Can Ed.,(Pearson, 2015)** suggested price: \$199.95 Available at Amazon.ca
4. Standalone MyEconlab Access: **Michael Parkin & Robin Bade, *Microeconomics: Canada in the Global Environment Plus MyEconLab with Pearson eText*, 9<sup>th</sup> Can Ed.,(Pearson, 2015)**

The difference between option 1 and 2, is that option 1 includes a hard copy of the book, and option 2 is purely digital.

Although the third option is the most expensive one, I would suggest it if you are planning on taking the macroeconomics (Econ 102) part. This option includes both the Micro and the Macro parts, so you don't have to make another purchase next term.

The fourth option is simply a code to access the MyEconLab system. This course will utilize the system such that assignments and quiz will be taken through this website. In addition, there are other very useful study resources available on the website too.

***Purchasing through at least one option is mandatory.***

## Online platforms, required

The first web platform you will be using is UPEI's Moodle system (you may access it at moodle.uepei.ca). You will be using it to access the slide show for each chapter, and all exams (midterms and final) will be on this platform as well.

The other platform you will be using is the MyEconLab system, which offers plenty of exercises and modules to help you to master course materials. In addition, weekly homework and bi-weekly quiz will be on this platform.

## Outline

### 1. Introduction

- What is economics? [Ch 1 ]
- The economic problem [Ch 2]

### 2. How Markets Work

- Demand, Supply[Ch 3]
- Elasticity [Ch 4]
- Efficiency and Equity [Ch 5]
- Markets in action [Ch7]

### 3. Households' Choices

- Utility and Demand [Ch 8]
- Possibilities, Preferences, and Choices [Ch 9]

### 4. Firms and Markets

- Outputs and Costs [Ch 11]
- Perfect competition [Ch 12]
- Monopoly [Ch 13]
- Monopolistic competition [Ch 14]

## Course Evaluation

Evaluation consists of a series of weekly online assignments and quiz on the MyEconLab system, 2 midterms and a final given on the Moodle system (all multiple choice questions).

	Due date and time	Platform	weight
13 Weekly Homeworks	Every Friday	MyEconLab	20%
6 Bi-Weekly Quiz	Every other Friday	MyEconLab	20%
Midterm 1	October 12th Monday	Moodle	15%
Midterm 2	November 9th Monday	Moodle	15%
Final	December	Moodle	30%

**Each of the two midterm exams will be 2 hours long. The final exam will be 2 hours long as well. All the tests are cumulative (with emphasis on the material covered since the last examination). There will be no make-up midterm tests.** In case a student misses a midterm due to sickness or other acceptable excuse the student must present an official document justifying the absence and the weight of that test will be added to the one of the final exam. In case of lack of justification for the absence a grade of zero will be attributed.

**Only the best 12 out of 13 assignments and 5 out 6 quiz will count towards your grades**, so in case that you missed one of them, it won't affect your grade.

You are responsible for all contents covered in the lectures and in the assigned chapters of the textbook. Some chapter content may not be covered in online lectures and some lecture content may not be in the textbook.

**Assignments:** Assignments are given through the MyEconLab system, and due Friday each week. They are normally consisted of 20 multiple choice or true/false questions. You will be given three tries for each assignment, and after each try, you will know whether you answered each question correctly. Thus, you will most likely to get all the marks for this portion of the course.

**Quiz:** Quiz are similar to assignments, although you are only allowed one attempt for each quiz. You will also know the results right after you take them.

**Questions about grades:** If you have any questions about the grading of a homework, quiz, midterms or final exam, you may resubmit it to your instructor for re-grading. Please attach a written note detailing the problem(s) which you would like re-graded, as well as explaining why you feel the grade should be changed. The entire homework (or midterm or final) will be re-graded, so it is possible that your score may go up or down.

**Academic dishonesty:** Academic dishonesty are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a academic dishonesty, at the following Web site: <http://www.upei.ca/registrar/reg20>