

Brief Course Outline

Course Title: **Economics 1021A Sections 555 Principles of Microeconomics Department of Economics, Huron University College**

Course Number and Section

ECONOMIC

1021A 555

Instructor Name(s): Bo Liu

Instructor Email(s): Bo.Liu@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

Course Description:

This half-year course presents a survey of the principles of microeconomics. We focus primarily on the economic behavior of consumers and firms, and on various market structures including competitive markets, monopoly, monopolistic competition and oligopoly. We also examine selected topics in government regulation, factor markets and public policy.

Learning Outcomes: one outcome per entry

- Understand how to think like an economist using core economic principles.
- Apply economic thinking to inform decisions of consumers, business managers, and government policy makers.
- Use economic models as a tool for understanding big ideas in economics, where they come from, their limitations, and what insight they offer to real world problems.
- Gain a deeper understanding of current economic events and critically interpret research, opinion, and journalism on economic and business matters.
- Form a base of skills that allow us to confidently progress to studying advanced topics and specialized areas of economics.

Textbooks and Course Materials:

Textbook (Hard Copy Not Required)

Parkin, Michael and Robin Bade, Microeconomics: Canada in the Global Environment, 12th edition, Pearson, 2024

MyLab Economics (Required):

MyLab Economics with Pearson eText for Microeconomics: Canada in the Global Environment, 12/e

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
In-class Assignments	Weekly	10%
Online Homework	Weekly	10%
Midterm	11/03/2026	30%
Final	Exam Period	50%

Wednesday, August 12, 2026

Huron Brief Course Outline 2026/27

In-course Costs \$108.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.