

## Brief Course Outline

**Course Title:** ECO 1021A/B – Principles of Microeconomics

**Course Number and Section:**

ECONOMIC

1021A 553

**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 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:

- 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, 2023

MyLab Economics (Required):

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

Available here from the online bookstore.

We will require students to have MyLab come with the textbook. The other materials will be distributed through OWL Brightspace.

### **Methods Of Evaluation:**

Assignment	Due Date mm/dd/yy	Weight - %
In-class Assignments	weekly	10%
Online Homework	weekly	10%
Midterm Exam 1		15%
Midterm Exam 2		30%
Final Exam		35%

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

Friday, August 16, 2024