

## Brief Course Outline

**Course Title:** **Principles of Microeconomics**

**Course Number and Section:**

ECONOMICS

1021A 555

**Instructor Name(s):** Bo Liu

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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, 2021

MyLab Economics (Required):

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

Available at the online bookstore here.

MyLab Economics, associated with the above text, is required. This is an online learning tool containing the entire textbook, exercises, and practice tests. This software will be used for

evaluation purposes and thus is REQUIRED. MyLab Economics can be purchased separately from a hardcopy of the textbook and so effectively replaces it. You must register with you UWO account and name for your grades to be recorded. Instructions for enrolling in the course will be posted on the course website.  
Costs-\$106.00

**Methods Of Evaluation:**

Assignment	Due Date mm/dd/yy	Weight - %
In-class Assignments	Weekly	10%
Online Homework	Weekly	10%
Midterm	10/17/2025	30%
Final	Final Exam Period	50%

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

Monday, August 4, 2025