ECON 100 Z
Introduction to Business Microeconomics
Course Outline
Winter 2019

INSTRUCTOR | PHONE | EMAIL
---|---|---
Naved Ahmad, PhD | | naved.ahmad@rdc.ab.ca

CLASS TIMES

<table>
<thead>
<tr>
<th>Section</th>
<th>Day</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z</td>
<td></td>
<td></td>
<td>On line</td>
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</tbody>
</table>

OFFICE HOURS

<table>
<thead>
<tr>
<th>Days</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mondays</td>
<td>10:30am – 12:00pm</td>
<td>or by appointment</td>
</tr>
<tr>
<td>Wednesday</td>
<td>10:30am – 12:00pm</td>
<td>On blackboard Collaborate</td>
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</tbody>
</table>

CREDIT HOURS: 3
DELIVERY METHOD: Online

ACADEMIC CALENDAR ENTRY

Terminology, concepts, theory, methods, and limitations of current microeconomic analysis. Analyzing and understanding economics as it relates to individuals and businesses. How political, social, and market forces determine and affect the Canadian economy. Credit will not be granted for both ECON 100 and 201.

Prerequisite(s): This is a first-year introductory business course with no prerequisites.
Co-requisite(s): This is a first-year introductory business course with no Co-requisites.

COURSE TOPICS

- Topics include but are not restricted to:
  - Market Supply and Demand
  - Perfect Competition
  - Monopolies and Oligopolies
  - Market Failure, Public Goods and regulation

LEARNING ACTIVITIES

Various learning activities in each module will be used to accomplish the course objectives:

- Readings and listening to lecture provide structure, direction and emphasis of key concepts and themes.
- Online discussion through discussion board will provide an opportunity for students to respond to the readings and lectures, and to reinforce their comprehension of the concepts involved.
- Assignments, quizzes, and written exams provide an evaluation on students’ understanding of course concepts.
TRANSFER AGREEMENTS

Formal transfer agreements between Red Deer College and other Alberta universities and colleges are found at www.acat.gov.ab.ca. If you want to transfer this course to an institution not shown on the ACAT website, please contact that institution for correct procedures.

LEARNING OUTCOMES

Upon successfully completing this course, students will be able to

- Describe how economics is used to study what decisions people make and why.
- Identify appropriate sources for economic information and then convey that information using proper referencing.
- List and explain the key questions in economics.
- Employ the scientific process of decision making.
- Explain consumer behaviour graphically and using appropriate economic terminology.
- Explain producer behaviour graphically and using appropriate economic terminology.
- Identify what type of market a company is in.

REQUIRED TEXTBOOKS AND EQUIPMENT


You can buy the subscription (for one year) for an e-book with Connect code by visiting the following website: http://connect.mheducation.com/class/n-ahmad-econ-100-z The subscription cost is CAD $89. You can also get two-week temporary access to your course material. After that your work will be saved and you can purchase access.

Additional material may be made available on the course Blackboard site which can be accessed online through The Loop (https://portal.rdc.ab.ca/).

REMIND / DSB Information & Events

Remind is a system designed to alert students of emergencies and important notices at the Donald School of Business via text message. All students are encouraged to register their cell phone number by sending the message “@dsbs” to (587) 333-2775. Please note that your information is kept confidential and will not be distributed for any other use.

The DSB Information & Events channel is located in Blackboard under "My Organizations", and houses information about the Donald School of Business such as employer spotlights, job opportunities, and other important information and events. All DSB students are encouraged to self-enroll by visiting: https://rdc-bb.blackboard.com/webapps/blackboard/content/listContentEditable.jsp?content_id=305735_1&course_id=12705_1#

To unsubscribe from this channel, please contact the DSB Administrative Assistant: Nancy.Eby@rdc.ab.ca | 403.342.3555.

COURSE REQUIREMENTS

General

- Students who are encountering difficulty with the course are urged to contact the instructor at once.
- Students should ensure that they are familiar with Red Deer College’s Student and Academic Standard Practices and Policies as well as the key dates in the Academic Schedule.
BLACKBOARD

All of my lectures, power point slides, practice questions (and their solution), and supplementary materials will be posted on blackboard. Students are encouraged to check blackboard regularly. If the Loop is down, students can still access Blackboard and email as follows:
Blackboard: https://rdc-bb.blackboard.com
For email: https://email.rdc.ab.ca

ASSESSMENT OF STUDENT PERFORMANCE

The final grade in this course will be computed based on the following elements.
- Two Assignments (10% each): 20%
- Ten Quizzes (2% each): 20%
- Midterm examination: 20%
- Discussion Board Post 10% (10 Posts)
- Final Examination: 30% as scheduled by the Registrar’s office

GRADING SYSTEM

Final grades in this course will be assigned based on the Alberta Education Grade Comparison letter grading system as described on page 9 in the RDC Program and Course Guide. (http://rdc.ab.ca/programs/academic-calendar/program-and-course-guide-2018-2019)

1. ASSIGNMENTS
- Students are expected to satisfactorily complete all assignments and examinations on time. An unexcused failure to submit an assignment will result in a mark of zero.
- Late assignments will not be accepted.
- Each assignment typically consists of several problems and requires written, graphical and numerical solutions. It may include essay questions.
- Unless otherwise noted, all assignments must be typed. Handwritten assignments will not be accepted.

2. QUIZZES
- Each quiz typically consists of ten multiple choice questions.

3. DISCUSSION BOARD POSTS
- You are required to answer questions on the discussion board for each module.

4. EXAMINATIONS
- Any student missing an exam without having made arrangements with the instructor prior to the exam will receive a grade of zero for that exam.
- You will find the exams to be very challenging. They are open book exams that use both multiple-choice questions and short-answer problems. A significant number of exam questions will be based on practice questions and the textbook.
- There will be no make-up exam for the midterm. Students who miss it due to medical reasons will have the midterm exam weight transferred to the final exam.
- It is assumed that students are aware of the RDC’s policies on Academic Offences and other
MIDTERM FEEDBACK

Midterm feedback for this course will be available from the instructor following marking of the midterm examination. After reviewing their marks to this point, students should make an appointment with the instructor to discuss their progress and concerns if the cumulative total to this point is less than 50% marks. The instructor is also available prior to this in designated office hours if students have any concerns. Please see “Important Dates” below.

RDC FINAL EXAMINATION POLICY

The RDC Final Examination Policy will be followed with respect to Final Examinations. Please review this document to ensure you understand the contents and implications of the policy.

See: Final Examinations Policy

ACADEMIC MISCONDUCT

Academic misconduct in all its forms is a serious offence. Academic misconduct is the giving, taking, or presenting of information or material that unethically or dishonestly aids oneself or another on any work which, under normal circumstances, is to be considered in the determination of a grade or the compilation of academic requirements or the enhancement of that student’s record or academic career. The two key areas of academic misconduct are plagiarism and cheating. Please read the definitions that follow.

Plagiarism: The use or close imitation of language, paintings, films, prototypes and ideas of another author and representation of them as one's own original work. The most common forms of plagiarism are copying or paraphrasing another author’s work without proper acknowledgement, using the ideas or lines of reasoning of another author’s work without proper acknowledgement, submitting work to which someone else has made substantial improvements to the content, and submitting the same work for multiple courses without approval.

Plagiarism can be judged to have occurred if the instructor has both the submitted material and original source that was copied, or if the student is unable to explain the terminology or ideas of a submission.

Cheating: Any attempt to give or obtain unsanctioned assistance in a formal academic exercise (e.g., examination). Some examples of cheating are unauthorized cheat sheets in a test or exams, the unauthorized use of electronic devices during an exam, and copying from an adjacent student.

See: Appeals: Formal Policy
• Appeals: Informal Resolution Policy
• Student Misconduct: Academic and Non-Academic Policy

CHANGES TO THE COURSE OUTLINE

Changes to the course outline will be made with the consent of the course instructor and students. Changes will be reviewed by the Associate Dean for consistency with College policies.
### IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>January 3</td>
<td>Tuition Fees for Winter term 2019 due</td>
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<tr>
<td>January 10</td>
<td>Last day to register or add/drop Winter 2019 courses</td>
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<tr>
<td>January 10</td>
<td>Last day to have tuition refunded for Winter 2019 courses</td>
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<td>February 1</td>
<td>Emergency Response Day</td>
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<td>February 15 –</td>
<td>Mid-term break – no credit classes (Extended for the Winter 2019 term due to the Canada Winter Games)</td>
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<tr>
<td>March 1</td>
<td>Family Day – College Closed</td>
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<tr>
<td>March 8</td>
<td>Mid-term Feedback date – Instructors give students formal feedback on their academic standing in Winter term courses</td>
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<td>March 18</td>
<td>Continuing Student Registration begins for 2019-2020</td>
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<td>March 22</td>
<td>Final exam schedule posted</td>
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<tr>
<td>April 17</td>
<td>Last day to withdraw from Winter term and Full year 2018-2019 courses and receive a WD</td>
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<tr>
<td>April 17</td>
<td>Last day of classes for Winter term and Full year 2018-2019 courses</td>
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<tr>
<td>April 19</td>
<td>Good Friday 2019 – College closed</td>
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<tr>
<td>April 22 – 27</td>
<td>Final Exams – students are expected to be available during this time period</td>
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<tr>
<td>May 6</td>
<td>Final grades available for Winter term 2019</td>
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### ADDITIONAL INFORMATION

- It is the student’s responsibility to be familiar with the information contained in the Course Outline and to clarify any areas of concern with the instructor. Refer to the below policies should questions or concerns about the Course Outline not be resolved directly with the instructor:
  - Appeals: Formal
  - Appeals: Informal Resolution
  - Student Misconduct: Academic and Non-Academic
  - Student Rights and Responsibilities
- Students should be aware that Personal Counselling, Career, Learning and Disability Services are provided by RDC. It is the student’s responsibility to discuss their specific learning needs with the appropriate service provider. **Counselling services are available at DSB. To book an appointment, phone (403) 343-4064.**
  - Academic Support
  - Disability Resources
- Classroom Learning Resources may be available to students in alternative formats.
- This course may be eligible for Recognition of Prior Learning. Students should refer to the RDC Course Calendar for a list of excluded courses.
  - Recognition of Prior Learning Policy
- A plagiarism detection tool may be used in this course.
- In this class we may be using web tools located outside of Canada. You should know that any information you provide is being transmitted to other countries and will be subject to policy and laws of the hosting country. You have the right to opt-out and not use these web tools. Should you have concerns, please speak to your instructor.
- Audio or video recording, digital or otherwise, of lectures, labs, seminars, or any other teaching environment by students is allowed **only with the prior written consent of the instructor or as a**
part of an approved accommodation plan. Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

- Your Instructor may use SafeAssign for submitting assignments on Blackboard. SafeAssign compares your work to a global repository of student work at RDC and to published work located online. Students are able to access the Originality Report in Blackboard. If you have concerns with your Originality Report, please see your instructor to discuss what it means.

The complete list of RDC academic policies is available at:  
http://rdc.ab.ca/about/policies-publications/policies/policies
The Tentative Timetable for the course is “tentative”, but it is critical for inclusion as it is used extensively by our transfer partners in assessing the transferability of a course. In addition course timelines are required in course outlines as per RDC’s Course Outline policy.

<table>
<thead>
<tr>
<th>Date</th>
<th>Outline of Topics</th>
<th>Readings</th>
<th>Activities/Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td>Economics Tool Kit</td>
<td>Chapter 1</td>
<td>Quiz 1 &lt;br&gt;LearnSmart module &lt;br&gt;Introduce yourself (Discussion Board) &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 1)</td>
<td>The Economics Problem</td>
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<tr>
<td>Module 2</td>
<td>Demand and Supply: An Introduction and Elaboration</td>
<td>Chapters 2, 3</td>
<td>Quiz 2 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Weeks 2, 3)</td>
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<tr>
<td>Module 3</td>
<td>Elasticity</td>
<td>Chapter 4</td>
<td>Quiz 3 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<td>(Week 4)</td>
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<td>Module 4</td>
<td>Consumer Choice, Indifference Curve Analysis</td>
<td>Chapter 5, Appendix (Ch. 5)</td>
<td>Quiz 4 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 5)</td>
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<tr>
<td>Module 5</td>
<td>A firm’s production decisions and costs in the short run</td>
<td>Chapter 6</td>
<td>Quiz 5 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 6)</td>
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<tr>
<td>Module 6</td>
<td>Costs in the Long Run</td>
<td>Chapter 7</td>
<td>Assignment # 1 (Chapters 1-7) &lt;br&gt;(Submission Week) &lt;br&gt;LearnSmart module &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 7)</td>
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<td>(Week 8)</td>
<td>Midterm Exam</td>
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<tr>
<td>Module 7</td>
<td>Perfect Competition</td>
<td>Chapter 8</td>
<td>Quiz 6 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 9)</td>
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<tr>
<td>Module 8</td>
<td>An Evaluation of Competitive Markets</td>
<td>Chapter 9</td>
<td>Quiz 7 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 10)</td>
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<tr>
<td>Module 9</td>
<td>Monopoly</td>
<td>Chapter 10</td>
<td>Quiz 8 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 11)</td>
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<tr>
<td>Module 10</td>
<td>Imperfect Competition (Monopolistic Competition, Oligopoly)</td>
<td>Chapter 11</td>
<td>Quiz 9 &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Weeks 12, 13)</td>
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<tr>
<td>Module 11</td>
<td>The Factors of Production</td>
<td>Chapter 12</td>
<td>Quiz 10 &lt;br&gt;Assignment # 2 (Chapters 8-12) &lt;br&gt;(Submission Week) &lt;br&gt;LearnSmart module &lt;br&gt;One post on Discussion Board &lt;br&gt;Practice questions</td>
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<tr>
<td>(Week 14)</td>
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<tr>
<td>Week 15</td>
<td>Final Exam</td>
<td>Scheduled by the Registrar’s Office Week of April 22-27</td>
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Approved by:  

Trevor Thomas  
Associate Dean  
December 24, 2018