



Econ1021A 570
Principles of Microeconomics
Fall 2026

Instructor: Jason Dean, PhD
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Course Information

Mode of Instruction: In-Person

Calendar Description:

The problem of scarcity and its implications, choice; opportunity cost, specialization and exchange; supply and demand; economic choices of households and firms; competition and monopoly; resource markets; public policy; income distribution.

Anti-requisite(s): The former Economics 1020.

Extra Information: 3 lecture hours

Course Weight: 0.50

Breadth: Category A

Subject Code: ECONOMIC

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Course Syllabus

Introduction to Microeconomics

ECON 1021A (Sec 570)

Fall 2026



Professor	Dr. Jason Dean
Contact	jidean26@uwo.ca
Office Hours	Fridays, 10:00 to 11:00 a.m., and by appointment in person or on Zoom. Office location is posted on the course OWL site.
Mode of Instruction	In person
Course Website	OWL Brightspace. Class times, room assignment, lecture notes, practice questions, and grades are posted there.

COURSE OVERVIEW

This course explores the nature of the economic problem, the source of economic values, and the role these values play in determining what society produces and how it is distributed. In the process, we develop an understanding of the workings of the market mechanism and how the policy levers of government influence economic outcomes and the pace and direction of social change. The tools of microeconomic analysis developed in this course provide the analytical foundation for all branches of economics and an important point of view for those wanting a deeper understanding of the economic dimensions of social life.

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LEARNING OUTCOMES

By the end of this course, students will be able to:

- Explain the fundamental concepts of the market system, including scarcity, choice, opportunity cost, and marginal analysis.
- Communicate economic concepts using graphs and algebra.
- Develop models that explain the decisions of consumers and producers in a market economy.
- Explain how elasticity and utility modify the allocation of goods and services.
- Relate short-run and long-run costs to the production decisions of firms.
- Evaluate different market structures in terms of consumer welfare and profit maximization.
- Explain market failure and the case for government intervention in a market economy.

- Appraise government policies and their effects on the economic behaviour of households and businesses.

REQUIRED TEXTBOOK AND MATERIALS

Karlan, D. S., Morduch, J. J., Alam, R., and Wong, A. (2023). Microeconomics, 3rd Canadian edition. McGraw Hill. ISBN 9781264868575.

- The textbook is required. It is available through the Western Bookstore as an eBook or in softcover. Textbook cost: \$59.00 CAD for the 180-day eBook, up to \$149.95 CAD for print.
- Required: McGraw Hill Connect access with the SmartBook adaptive reading platform. The pre-class quizzes described below are administered and graded inside Connect, so Connect access is mandatory in this course, not optional. The exact bundle to purchase, and its ISBN, will be posted on OWL before the first class.
- Because the pre-class quizzes are graded inside Connect, a second-hand print copy on its own will not be sufficient for this course.
- Students need the 3rd Canadian edition. Earlier editions will not be sufficient, because chapter numbering and data differ.

Publisher pricing and format options: [McGraw Hill Canada product page for Microeconomics, 3rd Canadian edition](#)

Campus pricing: [Western Bookstore](#)

Lecture slides, practice questions, and all other course materials are posted on OWL at no cost.

Technology Requirements

You will need a laptop or smartphone with a stable internet connection to take part in the in-class quizzes, which are run on the polling platform Socrative. No registration or purchase is required to use Socrative. You will also need access to the course OWL site and a McGraw Hill Connect account for the pre-class SmartBook quizzes, which requires a computer or tablet and a reliable internet connection. A non-programmable calculator is required for the midterm and final examinations.

IMPORTANT DATES

Date	Event
September 9, 2026	First day of classes, Fall Term
September 17, 2026	Last day to add a Fall half course or a full course
September 30, 2026	National Day for Truth and Reconciliation (non-instructional day)
October 10 to 18, 2026	Fall Reading Week (no classes, no assessments due)
October 12, 2026	Thanksgiving (College closed)
November 30, 2026	Last day to drop a Fall half course or a full course without academic penalty
December 9, 2026	Last day of classes, Fall Term
December 10, 2026	Study day
December 11 to 22, 2026	Mid-year examination period

EVALUATION PLAN

Assessment	Weight	Date
Pre-class Quizzes (SmartBook)	10%	Weekly, before each lecture
Interactive In-Class Quizzes	10%	At the end of most classes
Math Quiz	5%	Attempt 1: September 19. Attempt 2: October 3
Midterm Examination 1	20%	October 5, in class
Midterm Examination 2	20%	November 9, in class
Final Examination	35%	Scheduled by the Office of the Registrar, December 11 to 22
TOTAL	100%	

Note: All 10 pre-class quizzes count toward your final grade. For the in-class quizzes, your best 8 of 10 scores count, so the two lowest are dropped automatically. Midterm Examination 2 is the one assessment in this course designated as requiring formal supporting documentation for academic consideration.

Pre-class Quizzes, SmartBook (10 percent)

- Before each lecture you will complete the assigned reading and a short set of questions online. These are administered through McGraw Hill Connect using the SmartBook adaptive learning platform, which adjusts the questions to what you have and have not yet mastered.
- The purpose is straightforward. You arrive at the lecture having actually read the chapter, so class time can be spent on the difficult parts rather than on first exposure.
- There are 10 pre-class quizzes, one before each lecture that is not an examination. All 10 count toward your grade. There are no dropped scores.
- Each quiz closes at the start of the lecture it prepares you for, on the dates listed in the weekly schedule. Connect will not accept a late submission.
- There is no pre-class quiz on a day when an examination is written, because no new material is lectured that day. The quiz for the October 19 lecture opens on October 5 so that you can complete it before Fall Reading Week rather than during it. Nothing in this course is due during the break.
- If you receive approved academic consideration for a missed pre-class quiz, the deadline will be reopened in Connect so that you can complete it, normally within one week of the original date.
- Set up your Connect account in the first week of term. Registration instructions and the course join link are posted on OWL. Technical problems with Connect are not grounds for an extension once the term is under way, so sort out access early.

Interactive In-Class Quizzes (10 percent)

- At the end of most classes we will run a short interactive quiz. Where the pre-class quiz checks that you did the reading, this one checks that the lecture landed. The purpose is to reinforce the material covered that day and to give you early, low-stakes feedback.
- Quizzes are administered online through the polling platform Socrative. The platform is free for students and no registration is required. Bring a laptop or smartphone to class in order to take part.
- There are 10 quiz opportunities across the term. Your grade is based on your best 8 scores, so the two lowest results, including any missed through absence, are dropped.

- Because this flexibility is built in, no further academic consideration is normally required for a missed in-class quiz.

Math Quiz (5 percent)

The Math Quiz is worth 5 percent of your final course grade. It is jointly administered and hosted by the School of Management, Economics, and Mathematics across four principal Economics courses: Economics 1021, 2220, 2222, and 2260.

- First-year students complete the 1000-level version of the quiz.
- Second-year students complete the 2000-level version of the quiz.

To earn grade points for this quiz you must achieve a score of 50 percent or above. Once you have passed, your exact score is added to your final mark. Scores below 50 percent receive 0 percent on the quiz.

Students have two chances to succeed:

- Attempt 1: Saturday, September 19, 2026.
- Attempt 2: Saturday, October 3, 2026.

The score earned on this quiz applies uniformly across all corresponding first-year or second-year economics courses you are enrolled in this term.

Approved absences. If you miss both quiz attempts due to uncontrollable or unforeseen circumstances, you may request an approved make-up slot. Upon approval, you can select an available Friday make-up time on September 25 or October 9, 2026. No further exemptions or extensions will be granted beyond these make-ups.

Support. Optional drop-in office hours will be held during the week of September 14 to prepare for the first attempt, and optional review tutorials will be held during the week of September 28 to prepare for the second attempt. Attendance at both is voluntary.

Note: Contact information for math quiz matters, specific room assignments, exact times, and access links for preparation resources such as review materials, practice questions, office hours, review tutorials, and the information video will be available on OWL.

Midterm and Final Examinations

- Midterm Examination 1 is held in class on Monday, October 5, 2026 and covers Chapters 1 to 5.
- Midterm Examination 2 is held in class on Monday, November 9, 2026 and covers Chapters 6, 7, and 12.
- The final examination is cumulative and is scheduled by the Office of the Registrar during the mid-year examination period, December 11 to 22, 2026.
- You are required to write all examinations at the scheduled time.
- Students granted academic consideration for a midterm examination write a make-up. Make-ups are held on Fridays, and the date is arranged through the Academic Advising Office and confirmed on OWL. Midterm Examination 2 is the assessment in this course designated as requiring formal supporting documentation.
- Academic consideration for the final examination is handled by the Academic Advising Office through the Special Examination process described in the appended General Course Policies.
- Examinations use multiple-choice questions, with a rough balance of conceptual, knowledge-based, and quantitative or graphical questions. Further detail on coverage and structure will be provided in advance of each examination date.

- Only non-programmable calculators are permitted. If you are unsure whether your calculator qualifies, ask the instructor before the examination.
- All other electronic devices, including cell phones, smart watches, and programmable calculators, are prohibited during examinations.

TENTATIVE WEEKLY SCHEDULE

This schedule is tentative. Any change will be announced in class and posted on OWL.

Week	Date	Topics	Readings	Assessments
1	Sep 14	Introduction. The economic problem. Economic systems	Ch. 1, Ch. 2	Pre-class quiz 1. In-class quiz
2	Sep 21	Markets: the supply and demand model	Ch. 3	Pre-class quiz 2. In-class quiz. Math Quiz attempt 1 on Sep 19
3	Sep 28	Elasticity and efficiency	Ch. 4, Ch. 5	Pre-class quiz 3. In-class quiz
4	Oct 5	Midterm Examination 1, covering Chapters 1 to 5		Midterm Examination 1 (20%). Math Quiz attempt 2 on Oct 3
October 10 to 18: Fall Reading Week, including Thanksgiving on October 12. No class, no assessments due.				
5	Oct 19	Government intervention	Ch. 6	Pre-class quiz 4. In-class quiz
6	Oct 26	Consumer behaviour	Ch. 7	Pre-class quiz 5. In-class quiz
7	Nov 2	Output and costs	Ch. 12	Pre-class quiz 6. In-class quiz
8	Nov 9	Midterm Examination 2, covering Chapters 6, 7, and 12		Midterm Examination 2 (20%)
9	Nov 16	Perfect competition	Ch. 13	Pre-class quiz 7. In-class quiz
10	Nov 23	Monopoly and oligopoly	Ch. 14, Ch. 15	Pre-class quiz 8. In-class quiz
11	Nov 30	Externalities. Public goods and common resources	Ch. 18, Ch. 19	Pre-class quiz 9. In-class quiz
12	Dec 7	Factor markets	Ch. 16	Pre-class quiz 10. In-class quiz
December 11 to 22: Final examination period. The final examination is scheduled by the Office of the Registrar.				

GRADE DESCRIPTORS

Grade	Range	Descriptor
A+	90 to 100	One could scarcely expect better from a student at this level
A	80 to 89	Superior work which is clearly above average
B	70 to 79	Good work, meeting all requirements, and eminently satisfactory
C	60 to 69	Competent work, meeting requirements
D	50 to 59	Fair work, minimally acceptable
F	below 50	Fail

USE OF GENERATIVE ARTIFICIAL INTELLIGENCE

Generative artificial intelligence tools, including ChatGPT, Claude, Gemini, Copilot, translation tools, and grammar checkers, may be used in this course only to polish work you have already produced. Polishing means editing for clarity, grammar, structure, and readability. The ideas, the arguments, the analysis, and the interpretation must be your own. You have to do the legwork yourself.

You may not use these tools to generate ideas or arguments that you then submit as your own, to produce an answer you have not reasoned through, or to summarize material you have not read. Work built that way is easy to recognize, because it reads as broad, generic, and superficial. Superficial analysis is marked down heavily in this course. Marks are earned through depth, specificity, engagement with the actual readings and data, and evidence that you worked the problem yourself.

This applies squarely to the pre-class SmartBook quizzes. The whole point of those is that you read the chapter yourself, so putting the questions to an AI tool defeats the exercise and counts as unauthorized use. If you use an AI tool for any permitted purpose, acknowledge it and state what it did. Generative AI is not permitted at any point during the midterm or final examination. Unauthorized use of AI will be subject to academic discipline under the Western Scholastic Discipline policy referenced in the appended General Course Policies.

KING'S UNIVERSITY COLLEGE

GENERAL COURSE POLICIES

2026-2027

1. Academic Accommodations, Consideration for Absences

Academic Accommodation (Accessibility)

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found [here](#) Academic Accommodation for Students with Disabilities. Information on Accessibility Services at King's can be found [here](#).

Academic Consideration for Student Absence

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at <https://registrar.uwo.ca/academics/pdfs/student-medical-certificate.pdf>

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Absences from Final Examinations

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under Special Examinations).

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

2. Support Services

Accessibility, Counselling and Student Development at King's University College:

<https://kings.uwo.ca/community/library/services/accessibility/>

Students experiencing emotional or mental health distress can access services at King's University College: <https://kings.uwo.ca/campus-life/student-supports/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

<https://www.uwo.ca/health/mental-health/index.html>

Academic Support Services at King's University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

GBSV Support:

King's (Western) is committed to reducing incidents of gender-based sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website:

Mental Health and Wellness at King's - King's University College

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western's Gender-Based Violence & Survivor Support Case Manager by email or by calling 519-661-3568.

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

3. Statement on Use of Electronic Devices

Use of Electronic Devices: Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

Use of Laptops, Tablets, and Smartphones in the Classroom: King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see https://kings.uwo.ca/sites/2025/assets/files/about/governance/policies/board/Board%20Policy%203_1%20Code%20of%20Student%20Responsibilities%20and%20Conduct.pdf

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Copyright of Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

6. Use of Recordings

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

7. Policy on Attendance

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.