

 Yukon University	School of Business & Leadership
	ECON 100
	Introduction to Microeconomics
	Term: Fall 2026 CRN: 10214 Number of Credits: 3
Course Outline	

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Office: A 2435 (Monday & Wednesday, 2:45 pm-3:45 pm)

Classes: Monday & Wednesday, 4 pm-5:20 pm

Room: A2204

COURSE DESCRIPTION

This course discusses the terminology, concepts, theory, methodology and limitations of current microeconomic analysis. The course provides students with a theoretical structure to analyze and understand economics as it relates to individuals and businesses. In addition, it seeks to provide students with an understanding of how political, social and market forces determine and affect the Canadian economy.

This introductory course explores the principles of production and consumption – and the exchange of goods and services – in a market economy. It complements courses in the Business Administration program by highlighting the various market mechanisms that influence managerial decision-making.

COURSE REQUIREMENTS

Prerequisite(s): None

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Interpret, apply and relate economic principles to current economic issues.
- Explain and predict how supply and demand concepts will affect prices in market economies.
- Distinguish between the economic outcomes associated with perfect competition, monopolistic competition, oligopoly and monopoly.

COURSE FORMAT

The course will be a total of 45 hours. There will be two 1.5-hour classes per week and one 3-hour final exam. Students can expect a further 3 hours of reading and homework per week, but this time will vary by individual.

Delivery format

The course will be delivered using a combined format of simultaneous in-person and online lectures, plus live case or article discussions via Zoom web-conferencing/in-person class sessions and the Yukon University online learning management system (Moodle).

Students will require a computer with access to the internet. Computer system requirements can be found [here](#).

EVALUATION

Assignments (2 @ 15%)	30 %
Quiz (2 @ 5%)	10 %
Mid-Term Test	10 %
Engagement and Professionalism	10 %
Final Exam	30 %
Total	100%

Engagement & Professionalism

Engagement and professionalism in the classroom are critical to success. Punctuality, regular attendance and full participation are ways for students to demonstrate professionalism and engagement and, therefore, will be graded. Success in this course requires active, positive and professional engagement in class activities and discussions, reflecting thoughtful consideration of course material. Additionally, parts of the midterm and final exams will be based directly on class lectures and discussions. In the event students miss a class, it is their responsibility to find out what they missed.

Assignments

There will be two assignments, each worth 15% of the final grade. These assignments will be of the essay, case study or numerical problem variety. Assignments are to be handed in on time. Unless prior arrangements are made, late assignments will have a ten percent (10%) deduction for every day they are late. All assignments should be word processed.

Tests/ Exams

There will be two short quizzes, one 1.5 – 2-hour term test and a 3-hour final exam.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

www.yukonu.ca

TEXTBOOKS & LEARNING MATERIALS

The Economy by Core Economics Education (v1.12.1). This is a free digital text by a consortium of leading economists with accompanying learning materials available at www.core-econ.org. Physical copies are optional and may be purchased online or in the Yukon University library.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](mailto:access@yukonu.ca) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

(Subject to change)

Section	Chapter	Topic
		Introduction
Introduction to Economics	1	The capitalist revolution
	2	Technology, population and growth
Interactions between economic actors	3	Scarcity, work and choice
	3	Scarcity, work and choice (con'd) Scarcity, work and choice (con'd)
	4	Social interactions

	4	Social interactions (con'd)
	5	Property and power: Mutual gains and conflict
		<i>Quiz 1</i>
	5	<i>Thanksgiving: Class rescheduled for December</i>
		Property and power: Mutual gains and conflict (con'd)
Firms & Markets	6	The firm: Owners, managers, and employees
		<i>Assignment 1 due</i>
	6	The firm: Owners, managers, and employees (con'd)
	7	The firm and its customers
		<i>Mid-term exam</i>
	7	The firm and its customers (con'd)
	8	Supply & Demand: Price-taking and competitive markets
		<i>Last day to withdraw or change to audit from credit courses without academic penalty</i>
	8	Supply & Demand: Price-taking and competitive markets (con'd)
Intertemporal choice	10(s.1-7)	Money & credit

		<i>Quiz 2</i>
	10(s.1-7)	Money & credit (con'd)
Market performance & failure	11(s.1-6, 9-12)	Rent-seeking, price-setting and market dynamics
	11(s.1-6, 9-12)	Rent-seeking, price-setting and market dynamics
	12	Markets, efficiency, and public policy
		<i>Assignment 2 due</i>
	12	Markets, efficiency, and public policy (con'd)
Application	22	Economics, politics, and public policy
	22	Economics, politics, and public policy (con'd)
Review		Review class
		<i>Final exam: 1-4pm</i>