



University of Manitoba
Faculty of Arts
Department of Economics

Course Outline
ECON 1010-A05, Introduction to Microeconomic Principles – Winter, 2026

Course Information

Course Title	Introduction to Microeconomic Principles
Course Code	ECON 1010 - A05
Number of Credit Hours:	3.0
Class Times & Days of Week:	11:30am – 12:45pm (Tuesday & Thursday)
Location:	Tier, 306
Prerequisites:	There are no binding prerequisites for this course. However, you must be capable of performing basic algebra, solve linear equations, draw, analyze and interpret linear graphs.

Contact Information

Instructor:	Rashed Ahmed
Office Location:	Fletcher Argue, 645.
Office Hours:	Thursday 9.15am to 11.15am [Book via email]
Email:	Rashed.Ahmed@umanitoba.ca (I usually respond in 24 hours)
Teaching Assistant:	N/A

Office Hours

I usually offer office hours in-person, and I emphasize on in person office hours and encourage you to visit in person. In case of unavoidable situation, online office hours can be arranged, and Zoom will be used for office hours unless specified differently.

I don't reply to emails from other addresses, so please use one from @myumanitoba.ca.

Important Dates

Jan. 19, 2026	Last day to Drop classes without financial penalty
Jan. 20, 2026	Last day to Add classes
March 19, 2026	Voluntary Withdrawal Deadline
Feb. 16, 2026 - Feb. 20, 2026	Winter Term Break
Apr. 9, 2026	Last day of classes

General Course Information

This course will introduce the core concepts of microeconomics. Students will learn decision making at individual level, household, and firm throughout of this course. Market equilibrium (demand-supply mechanism and price determination), business and consumer behavior, market structure and performance, and government market intervention are among the microeconomic subjects studied in this course.

Course Objectives

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

- Understand and apply the basic principles of microeconomics.
- Analyze market behavior in terms of supply and demand.
- Evaluate the impact of some basic government policies on markets.
- Explain consumer and firm decision-making processes.
- Understand different market structures and their outcomes.

Finally, you should retain some interesting stories and facts about how people behave in the market and social situations.

Course Contents

The following are the chapters I have in mind for discussion. This is a tentative outline subject to change if I find it necessary (due to time constraints).

Chapter 1: An Introduction to the Concepts of Economics

Limits, Alternatives, Scarcity and Choices, Microeconomics and Macroeconomics, Individual's Economic Problem, Society's Economic Problem, Production Possibilities Model.

Chapter 2: The Market System and Circular Flow

Economic Systems, Features of Market System, Fundamental Questions, Invisible Hand, Circular Flow Model.

Chapter 3: Demand, Supply, and Market Equilibrium

Markets, Demand, Supply, Market Equilibrium, Changes in Demand Supply and Market Equilibrium, & applications of it.

Chapter 4: Market Failures (Externalities), and Asymmetric Information

Market Efficiency, Positive and Negative Externalities, Society's Optimal amount of Externality Reduction. Asymmetric information.

Chapter 5: Public Goods

Characteristics of Public and Private Good, Public choice Theory, and Voting Paradox, Government Failure.

Chapter 6: Elasticity

Price Elasticity of Demand and Supply, Types of it, Cross Elasticity, and Income Elasticity.

Chapter 7: Consumer Choice and Utility Maximization

Law of Diminishing Marginal utility, Theory of Consumer Choice, Utility Maximization and the Demand Curve, Income and Substitution Effect, Diamond-Water Paradox.

Chapter 8: The Firm and Costs of Production

Economic Costs, Short Run Production Relations, Short Run & Long Run Production Costs.

Chapter 9: Perfect Competition

Market Structures, Characteristics of Perfect Competition, Average, Total, and Marginal Revenue, Profit Maximization in the Long Run, Long Run Equilibrium, Perfect Competition and Efficiency, Technological Advance and Competition.

Chapter 10: Monopoly

An Introduction to Monopoly, Barriers to Entry, Output and Price Determination.

Chapter 11: Monopolistic Competition

An Introduction to Monopolistic Competition, Features of it, Entry and Exit, Output and Price Determination.

Course Resources

The University of Manitoba Bookstore has the following supplies that are required.

Textbook

McConnell, Brue, Flynn, Barbiero, Eslami., 2025. Microeconomics 17th Canadian Edition (with CONNECT). McGraw Hill.

You are required to register in CONNECT to get eBook access, to access the site for completing online assignments, practice questions, and other resources. Please refer to the instructions on registering in CONNECT in the announcement/content section of UM Learn.

Course Evaluation		
CONNECT Assignments	20 %	As course progress
Mid-Term 1	20 %	February 10, 2026
Mid-Term 2	20 %	March 10, 2026
Final Exam	40 %	TBA ¹
Total	100 %	---
Mid-Term Make-up Test	20 %	April 09, 2026

¹ The Registrar's Office schedules the winter term exam: Apr. 11, 2026 - Apr. 25, 2026.

Connect Assignments

You must use CONNECT to submit these assignments. There is no alternative way to submit the CONNECT assignments. The CONNECT labs are as follows:

Assignment 1	Chapter 1 & Chapter 2	4 %
Assignment 2	Chapter 3 & Chapter 4	4 %
Assignment 3	Chapter 5 & Chapter 6	4 %
Assignment 4	Chapter 7 & Chapter 8	4 %
Assignment 5	Chapter 9 & Chapter 10	4 %

* Assignment Submission

It is strongly advised that you complete and submit the assignments well before the last minute. Computer issues or sudden illness the night before the due date, for example, will not be considered a valid reason for an extension. After completion of each 2 chapters, I will give you 7 days as a preparatory time, then your assignment will be posted with a window for 5 days. Extensions will be rare and will only be granted within the 7 days (one week) after the due dates, at my discretion, and considered on a case-by-case basis, subject to a 30-50% mark deduction on each assignment.

Tests and Final Exam

The questions of the mid term tests and final exam will be the combinations of MCQ, true/false, and/or problem-solving. The duration of each Mid Term test is 45 minutes, and the final examination is 2 hours in length. The Mid Term tests and final examination will be closed book and invigilated.

Mid-Term 1	Chapters 1 to 3	45 minutes
Mid-Term 2	Chapters 4 to 7	45 minutes
Mid-Term Make-up Test	Chapters 6 to 10	45 minutes
Final Exam	All the chapters covered in class	2 hours

Missing Class/Exam Policy

Students

If you miss a midterm exam due to an acceptable medical or compassionate reason, you must submit the University of Manitoba Self-Declaration Form for Brief or Temporary Absence: <https://umanitoba.ca/student-supports/academic-supports/student-advocacy/self-declaration-policy-students#self-declaration-form>. Upon approval, the weight of the missed midterm exam will be transferred to the final exam. If the required documentation is not submitted, a score of zero will be assigned.

Mid-Term exams and Make-up test policies

- If you miss one Mid-Term test, I can transfer a 20% score to the final exam, or you can write a Make-up test.
- If you miss two Mid-Term tests, I can transfer a 20% score to the final exam, and you can write a Make-up test worth a 20% score.
- However, suppose you miss two Mid-Term tests and the Make-up test as well. In that case, I can transfer a 20% score to the final exam, and you will lose an overall 20% score.

There is only one Make-up test scheduled on April 09, 2026. There is no individual Make-up test for Mid-Term 1 and Mid-Term 2. Therefore, if you miss the Make-up test, there are no other makeup possibilities for this course. It's worth mentioning that there must be a valid reason to miss the term test. A trip, late wake-up in the morning or simple forgetfulness is not a valid reason.

If you miss any classes due to sickness, don't worry! You can find the lecture slides on UM Learn, and if you need any assistance, feel free to contact me, and/or visit during office hours.

Instructor

If I become ill, I will work with my home Department to find a substitute to continue teaching the class in person. In the event a suitable instructor cannot be found, I may give the lecture synchronously or provide asynchronous content through Webex/Zoom or UM Learn for up to 5 days. An email will be sent to students' UM email, and a posting will be made on UM Learn the night before class if this is the case.

Grading

Letter Grade	Percentage out of 100	Final Grade Point
A+	92 – 100%	4.5
A	85 – 91.99%	4.0
B+	78 – 84.99%	3.5
B	71 – 77.99%	3.0
C+	64 – 70.99%	2.5
C	57 – 63.99%	2.0
D	50 – 56.99%	1.0
F	Less than 50	0

Additional Important Notes

- I strongly encourage you to attend classes regularly.
- **What I expect from you:** I am respectful to everyone and expect the same in return. Please participate in class discussions; this will help you understand the material better.
- Any disrespectful behavior will not be tolerated. If I find any evidence of such behavior, you will face charges according to university rules and regulations.
- This course uses UM Learn. It is your responsibility to check UM Learn regularly for **lecture slides, announcements, and practice questions**.
- These are made available to help you develop note-taking skills during this first-year course. They may not always be complete slides. However, remember that lecture slides are not comprehensive. They are not meant as a substitute for attending class. They are guidelines for what is covered in class.
- You are not allowed to record lectures using any electronic devices.
- I will release a separate document outlining the guidelines for using AI in this course.
- Please include **ECON 1010 A05** in the **subject line** and follow the guidelines on “How to e-mail a Professor/Instructor”.
- Students appealing any term work (including project work and midterm exams), whether informal or formal, must appeal their term work within 10 working days of receiving their mark.
- All final grades are subject to departmental approval.

Policy on Generative Artificial Intelligence (genAI)

The University of Manitoba takes academic integrity seriously. As a member of the [International Centre for Academic Integrity](#), the University defines academic integrity as a commitment to six fundamental values: honesty, trust, fairness, respect, responsibility and courage.

There are many different forms of academic misconduct as set out in the University's [Student Discipline Bylaw and related Procedures](#), also found in the [Academic Calendar](#). Acts of academic misconduct include, but are not limited to: plagiarism, duplicate submission, cheating on quizzes, test, and exams (including possession of unauthorized materials), inappropriate collaboration, academic fraud, personation, unauthorized content generation including inappropriate use of automated text generators.

While some types of academic misconduct are common across all courses (i.e. cheating on tests), there may be some variation in the allowable use of AI tools and collaboration across courses. For this class, please note the following policies:

- i. Students may use generative AI tools to brainstorm ideas or improve clarity of their understanding. To complete any assignments and/or homework, you shouldn't use any AI tools to generate/write responses/tasks.
- ii. Students are not allowed to use or access gen-AI during their term tests or final examination. If a student uses or accesses gen-AI during their term tests or final examination it is considered plagiarism, cheating, and/or impersonation.
- iii. Writing tools such as Grammarly and Word Editor can only be used in time of completion of assignments.
- iv. No collaboration on assignments is allowed unless otherwise stated.
- v. Authorized materials during tests: I will let you know based on the exam types.
- vi. You can find more updated information on UM Learn.

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<https://umanitoba.ca/centre-advancement-teaching-learning/integrity/artificial-intelligence>

Holidays and Closures

Louis Riel Day: Feb. 16, 2026

Good Friday: Apr. 03, 2026

Acknowledgment

I would like to thank Prof. Umut Oguzoglu, Dr. Thuhid Noor, and Atish Neogi for assisting me with their course outline, materials, and suggestions. I also acknowledge the comments and advise from Prof. Ian Hudson to develop this course outline.

Good to Know!

Schedule “A”

The following information may be used to fulfill the requirement of Schedule “A.” Such information is to be provided to students within the first week of classes, either through a paper copy and/or a university student information system (including Aurora or UM Learn).

Section (a) sample re: A list of academic supports available to Students, such as the Academic Learning Centre, Libraries, and other supports as may be appropriate:

Writing and Learning Support

The Academic Learning Centre (ALC) offers services that may be helpful to you throughout your academic program. Through the ALC, you can meet with a learning specialist to discuss concerns such as time management, learning strategies, and test-taking strategies. The ALC also offers peer supported study groups called Supplemental Instruction (SI) for certain courses that students have typically found difficult. In these study groups, students have opportunities to ask questions, compare notes, discuss content, solve practice problems, and develop new study strategies in a group-learning format.

You can also meet one-to-one with a writing tutor who can give you feedback at any stage of the writing process, whether you are just beginning to work on a written assignment or already have a draft. If you are interested in meeting with a writing tutor, reserve your appointment two to three days in advance of the time you would like to meet. Also, plan to meet with a writing tutor a few days before your paper is due so that you have time to work with the tutor’s feedback.

These Academic Learning Centre services are free for U of M students. For more information, please visit the Academic Learning Centre website at: <http://umanitoba.ca/student/academiclearning/>. You can also contact the Academic Learning Centre by calling 204-480-1481 or by visiting 201 Tier Building.

University of Manitoba Libraries (UML)

As the primary contact for all research needs, your liaison librarian can play a vital role when completing academic papers and assignments. Liaisons can answer questions about managing citations, or locating appropriate resources, and will address any other concerns you may have, regarding the research process. Liaisons can be contacted by email or phone and are also available to meet with you in-person. A complete list of liaison librarians can be found by subject: <http://bit.ly/WcEbA1> or name: <http://bit.ly/1tJ0bB4>. In addition, general library assistance is provided in person at 19 University Libraries, located on both the Fort Garry and Bannatyne campuses, as well as in many Winnipeg hospitals. For a listing of all libraries, please consult the

following: <http://bit.ly/1sXe6RA>. When working remotely, students can also receive help online, via the Ask-a-Librarian chat found on the libraries' homepage: www.umanitoba.ca/libraries.

Section (b) sample: re: A statement regarding mental health that includes referral information:

For 24/7 mental health support, contact the Mobile Crisis Service at 204-940-1781.
Student Counselling Centre

Contact SCC if you are concerned about any aspect of your mental health, including anxiety, stress, or depression, or for help with relationships or other life concerns. SCC offers crisis services as well as individual, couple, and group counselling. *Student Counselling Centre:* <http://umanitoba.ca/student/counselling/index.html>

474 University Centre or S207 Medical Services
(204) 474-8592

Student Support Case Management

Contact the Student Support Case Management team if you are concerned about yourself or another student and don't know where to turn. SSCM helps connect students with on and off campus resources, provides safety planning, and offers other supports, including consultation, educational workshops, and referral to the STATIS threat assessment team.

Student Support Intake Assistant <http://umanitoba.ca/student/case-manager/index.html>
520 University Centre
(204) 474-7423

University Health Service

Contact UHS for any medical concerns, including mental health problems. UHS offers a full range of medical services to students, including psychiatric consultation.

University Health Service <http://umanitoba.ca/student/health/>
104 University Centre, Fort Garry Campus
(204) 474-8411 (Business hours or after hours/urgent calls)

Health and Wellness

Contact our Health and Wellness Educator if you are interested in information on a broad range of health topics, including physical and mental health concerns, alcohol and substance use harms, and sexual assault.

Health and Wellness Educator <http://umanitoba.ca/student/health-wellness/welcome.html>
Katie.Kutryk@umanitoba.ca
469 University Centre
(204) 295-9032

Live Well @ UofM

For comprehensive information about the full range of health and wellness resources available on campus, visit the Live Well @ UofM site:

<http://umanitoba.ca/student/livewell/index.html>

Section (c) sample: re: A notice with respect to copyright:

All students are required to respect copyright as per Canada's *Copyright Act*. Staff and students play a key role in the University's copyright compliance as we balance user rights for educational purposes with the rights of content creators from around the world. The Copyright Office provides copyright resources and support for all members of the University of Manitoba community.

Visit <http://umanitoba.ca/copyright> for more information.

Section (d) sample: re: A statement directing the student to University and Unit policies, procedures, and supplemental information available on-line:

Your rights and responsibilities

As a student at the University of Manitoba you have rights and responsibilities. It is important for you to know what you can expect from the University as a student and to understand what the University expects from you. Become familiar with the policies and procedures of the University and the regulations that are specific to your faculty, college or school.

The Academic Calendar <http://umanitoba.ca/student/records/academiccalendar.html> is one important source of information. View the sections *University Policies and Procedures* and *General Academic Regulations*.

While all the information contained in these two sections is important, the following information is highlighted.

- If you have questions about your grades, talk to your instructor. There is a process for term work and final **grade appeals**. Note that you have the right to access your final examination scripts. See the Registrar's Office website for more information including appeal deadline dates and the appeal form <http://umanitoba.ca/registrar/>

- You are expected to view the General Academic Regulation section within the Academic Calendar and specifically read the **Academic Integrity** regulation. Consult the course syllabus or ask your instructor for additional information about demonstrating academic integrity in your academic work. Visit the Academic Integrity Site for tools and support <http://umanitoba.ca/academicintegrity/> View the **Student Academic Misconduct** procedure for more information.

- The University is committed to a respectful work and learning environment. You have the right to be treated with respect, and you are expected to conduct yourself in an appropriate and respectful manner. Policies governing behavior include the:

Respectful Work and Learning Environment

http://umanitoba.ca/admin/governance/governing_documents/community/230.html

Student Discipline

http://umanitoba.ca/admin/governance/governing_documents/students/student_discipline.html and,

Violent or Threatening Behaviour

http://umanitoba.ca/admin/governance/governing_documents/community/669.html

- If you experience **Sexual Assault** or know a member of the University community who has, it is important to know there is a policy that provides information about the supports available to those who disclose and outlines a process for reporting. The **Sexual Assault** policy may be found at: http://umanitoba.ca/admin/governance/governing_documents/community/230.html More information and resources can be found by reviewing the Sexual Assault site <http://umanitoba.ca/student/sexual-assault/>
- For information about rights and responsibilities regarding **Intellectual Property** view the policy http://umanitoba.ca/admin/governance/media/Intellectual_Property_Policy_-2013_10_01.pdf

For information on regulations that are specific to your academic program, read the section in the Academic Calendar and on the respective faculty/college/school web site <http://umanitoba.ca/faculties/>

Contact an **Academic Advisor** within our faculty/college or school for questions about your academic program and regulations <http://umanitoba.ca/academic-advisors/>

Student Advocacy

Contact Student Advocacy if you want to know more about your rights and responsibilities as a student, have questions about policies and procedures, and/or want support in dealing with academic or discipline concerns. <http://umanitoba.ca/student/advocacy/>

520 University Centre

204 474 7423

student_advocacy@umanitoba.ca

Academic Integrity Statement by the Faculty of Arts

Academic integrity is the commitment to upholding the values of honesty, trust, fairness, respect, responsibility and courage in all scholarly activities (International Center for Academic Integrity (ICAI), 2013). Academic misconduct is any violation of the principles of academic integrity.

Students should acquaint themselves with the University's Student Discipline Bylaw and related Procedures on academic misconduct (see Section 2.2.1) found in the Academic Calendar. Ignorance of the regulations and policies relating to academic misconduct is not a valid excuse for violating them.

The Faculty of Arts and The University of Manitoba regard acts of academic misconduct in course work and final exams as serious offences and may assess a variety of penalties depending on the nature of the infraction.

Acts of academic misconduct include, but are not limited to:

- Plagiarism
- Duplicate submission
- Cheating on quizzes, tests, and exams, including possession of unauthorized materials such as cell phones, smart watches, PDAs, MP3 units, or electronic translators
- Inappropriate Collaboration
- Academic Fraud
- Personation
- Unauthorized content generation, including the use of automated text generators such as ChatGPT and paraphrase tools such as Grammarly, where these are prohibited by the instructor of a course

The following is a list of common penalties that may be applied in accordance with the University of Manitoba's Student Discipline By-Law, depending on the nature of the infraction:

- Requirement to resubmit the assessment
- A grade of zero on the assignment or quiz/test/exam
- Disciplinary notation attached to final grade
- Comment on student record
- Failure in the course
- Suspension from taking courses offered by a particular faculty or school for a period of one year
- Expulsion from the university