

CH 1 - Introduction to Microeconomics

Luke Lu • 2026-01-05

Economics: the study of Incentives

Mircroecomics: the study of individual Markets, Consumers, and Firms

Evaluation scheme:

- 2 midterms: Feb 4th and March 10th (20% each)
- Final project: last day of class (25%) to be determined
- Final exam (35%)

Textbook: Microeconomics by Parkin and Bade

Office hours by appointment (ahgibson@uwaterloo.ca)

Scheduled OH preceding exams (~1 week)