



Course Specifications

Course Title:	Microeconomics Analysis
Course Code:	Econ 101
Program:	Business Administration
Department:	Finance
College:	Business Administration
Institution:	Prince Sultan University

A. Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: First year	
4. Pre-requisites for this course (if any): None	
5. Co-requisites for this course (if any): None	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	30
2	Assignments	12
3	Library	
4	Projects/Research Essays/Theses	
5	Others (specify)	
	Total	42

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course discusses the terminology, concepts, theory, methodology and limitations of microeconomic analysis. It provides students with a theoretical structure to analyze and understand economics as it relates to individuals and businesses and roles of the market price system in managing the use of society's resources and in rationing available supplies. In addition, it seeks to provide students a thorough understanding of the principles of economics that apply to the functions of individual decision makers, both consumers and producers, within the economic system. It places primary emphasis on the nature and functions of product markets and includes the study of factor markets and of the role of the government in promoting greater efficiency and equity in the economy.

2. Course Main Objective

- ❖ To understand fundamental concepts and measurement issues of microeconomics.
- ❖ To understand fundamental theories of microeconomics, and to develop necessary analytical skills
- ❖ To identify local and global microeconomic issues.
- ❖ To understand a simple microeconomic concepts based on demand and supply

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	CLO 1: Recognize the role of scarcity, trade off, opportunity cost and cost benefit analysis in economic decision-making.	None
1.2	CLO 2: Recognize the fundamental economic theories and concept at the micro level	
2	Skills :	
2.1	CLO 3: Perform demand and supply analysis to analyze the impact of economic real world events on markets	3a, 3b, 4
3	Competence:	
3.1	CLO 4: Demonstrate ability to accomplish required tasks and assignments	4, 5
3.2	CLO 5: Demonstrate ability to accomplish required tasks and assignments	
3.3	CLO 6: Interpret basic microeconomic data	

C. Course Content

No	List of Topics	Contact Hours
1	Limits, Alternatives, and Choices (Chapter 1)	3
2	The Market System and the Circular Flow (Chapter 2)	1
3	Demand, Supply, and Market Equilibrium (Chapter 3)	5
4	Market Failures (Chapter 4)	3
5	Elasticity (Chapters 6)	6
6	Utility Maximization (Chapter 7)	6
7	Business and the Costs of Production (Chapter 9)	6
8	Pure Competition in the Short run (Chapter 10)	4
9	Pure Competition in the Long run (Chapter 11)	3
10	Pure Monopoly (Chapter 12)	4
11	Monopolistic Competition (Chapter 13)	3
12	Oligopoly and Strategic Behavior (Chapter 14)	1
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	CLO 1: Recognize the role of scarcity, trade off, opportunity cost and cost benefit analysis in economic decision-making.	Lectures / presentation / discussion	Formative assessment
1.2	CLO 2: Recognize the fundamental economic theories and concept at the micro level		
2.0	Skills		
2.1	CLO 3: Perform demand and supply analysis to analyze the impact of economic real world events on markets	- Pro and Con about an issue - In class teamwork study on a real world problem - Discussion to address practical situation	-Formative assessment & -Summative assessment
3.0	Competence		
	CLO 4: Demonstrate ability to accomplish required tasks and assignments CLO 5: Demonstrate ability to accomplish required tasks and assignments CLO 6: Interpret basic microeconomic data	- In class teamwork study on a real world problem - Discussion to address practical situation	Summative assessment

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	Randomly scheduled	10%
2	Quiz 2		
3	Quiz 3		
4	Quiz 4		
5	Quiz 5		
6	Exam 1	7	35%
7	Exam 2	12	35%
8	Final Exam	Final Exam Period	20%

Notes.

- Quiz 4 and 5, Exam 2, and Final Exam are online due to Corona virus pandemic.
- Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Six hours per week are arranged for individual student consultations and academic advice.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Mc Connell, Brue and Flynn, “ <i>Economics, Principles, Problems and Policies.</i> ” Mc Graw Hill 21st Edition. ISBN 978 1 259 72322
Essential References Materials	N. G. Mankiw and M. H. Rashwan (2015). Principles of Economics, Second Arab World Edition. Cengage Learning. ISBN 978-1-4737-0484-8
Electronic Materials	Slides of Mc Connell textbook
Other Learning Materials	<ul style="list-style-type: none"> • Michael Parkin (2010). <i>Microeconomics</i>. 9th Edition • Robert Pindyck & Daniel Rubinfeld. <i>Microeconomics</i>, 7th Edition. International Edition • Jeffrey Perloff (2014). <i>Microeconomics with Calculus</i>, Third Edition

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	White Board
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	None

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
- Effectiveness of teaching and assessment	- Student evaluation of the course	- Survey
- Extent of achievement of course learning outcomes	- Exit course survey	- Survey
	- Course’s instructor	- Feedback from various surveys
	- Course coordinator	- Feedback from course instructors and various surveys
- Quality of learning resources	- Student evaluation of the course	- Survey

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	January 30, 2020