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| 1. Course code: | ECON 140 | | | 1. Course title: | | | | | | Microeconomics | | | | | | | | | | | |
| 1. College: College of Business Administration | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Economics and Finance | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. Banking and Finance | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: 12 | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: NA | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: UOB Blackboard | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructors : Dr. Mohamed Sayed Abou Elseoud   Dr. Anis El-Khayati & Dr. Mohamed Abrar | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Mohamed Sayed Abou Elseoud -E-mail:msayed@uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | **First** | | | | | X | | | **Second** | | | |  | | **Summer** | | | | |
| 1. Textbook(s):   McConnell, Brue and Flynn, (2020), Economics: Principles, Problems and Policies”, McGraw Hill, 22ND Edition, ISBN10: 1260226778 , website: <https://www.mheducation>.com/highered/product/ economics-mcconnell-brue/M9 78126 02 26775.html | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):  * Hubbard & O’Brien & Galal Eid and El Anshasy (2014) Economics, Pearson   Higher Education, Arab World Edition, ISBN-10: 1408255308.   * Michael Parkin (2019) Economics, Pearson Higher Education 13th edition   ISBN-13: 978-0133872279 | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):   Online Library Resources: Students are encouraged to go to use UOB online central Library and read other text and reference books on Microeconomics. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   Introducing to economics concepts, the economic way of thinking, decision-making, the study of scarcity, opportunity cost, how prices are determined and why they change, factors determining cost and the nature of costs, and how firms, under different market conditions, make price and output | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| Learning goals | | | | | a. Knowledge | | b. Globalization | | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
| Learning objectives | | | | | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | | b2: Global Perspective | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Demonstrate a broad and deep knowledge number of threshold concepts and theories in microeconomics and be able to think like an economist. | | | | | X |  | X | |  | | |  |  |  | |  | |  |  |  |  |
| 2. Understand the role of markets and differences in market structure in determining both market outcomes and business decisions. | | | | | X |  | X | |  | | | X |  |  | |  | |  |  |  |  |
| 3. Explain and interpret economic phenomena using the appropriate economic theory tools and terminology | | | | |  | X | X | |  | | |  | X |  | |  | |  |  |  |  |
| 4. Apply a variety of economic tools and concepts to both the business and individual decision-making process | | | | | X |  | X | |  | | |  | X |  | |  | |  |  |  | X |
| 5. Show self-reliance when working independently and cooperate in-group activities. | | | | |  |  | X | | X | | |  |  | X | |  | |  | X | X |  |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date(s)* |
| Continuous Assessment (2-hour) | 3-4 |  | 15 % |  |
| Engagement Activities (1-hour) | 4-5 |  | 15 % |  |
| Examinations | 1-2-3 | 1 | 30 % | TBA |
| Final Examination  (Respondus) | 2-3-4 | 1 | 40% | 7/6/2021 @ 8:30 am-11:30am |
| Total |  |  | 100% |  |

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| 1. **Description of Topics Covered** | |
| ***Topic Title***  ***(e.g. chapter/experiment title)*** | *Description* |
| **Chapter 1:**  Introduction to Economics: Limits, Alternatives and Choices | Explain the meaning of economics and the three key economic questions; discussing how an economy answers these questions. Distinguish between Microeconomics and Macroeconomics. Moreover, Using a production possibilities frontier (PPF) and  Analyzing the opportunity costs and trade-offs and economic problem. |
| **Chapter 3:**  Demand, Supply and Market Equilibrium | Discuss the variables that influence both demand and supply. Use a graph to illustrate market equilibrium. Use demand and supply graphs to predict changes in prices and quantities. Explain the economic effect of government-imposed price ceilings (PC) and price floors (PF). The impact of PC and PF on consumer surplus and producer surplus. |
| **Chapter 6:** Elasticity: The Responsiveness of Demand and Supply | Measure the consumer and producer responsiveness, by: (1) Defining and calculating the price elasticity of demand (PED), Cross-price elasticity of demand (CED), Income elasticity of demand (IED) and the Price elasticity of supply (PES).(2) Determining the factors affect each one of them, and (3) Understanding the relationship between the price elasticity of demand and Revenue. |
| **Chapter 7:** Utility Maximization | Define and explain the relationship between Total utility, Marginal utility and the law of diminishing marginal utility. Explain how consumers choose goods and services to maximize their utility. |
| **Chapter 9:** Production and Costs | Distinguish between the economic short run and the economic long run. Understand the relationship between the marginal product of labor (MPL) and the average product of labor (APL). Explain the difference between Explicit and implicit costs and economic and accounting profits. Illustrate the relationship between marginal cost (MC) and average total cost (AC). |
| **Chapter 10:**  Pure competition in the short run | Define the main four types of markets and illustrate how a firm maximizes profits particularly in perfectly competitive market in the short run. |
| **Chapter 11:**  Pure competition in the long run | Explain how the long run differs from a short run in pure competition. Show how long run equilibrium in pure competition produces an efficient allocation resource. |
| **Chapter 12:** PureMonopoly | Explain how a monopolist chooses price and output that maximize profits and why monopoly market is inefficient compared with perfect competition market. |

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| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* |  | Chapter 1:  Introduction to Economics: Limits , Alternatives and Choices | 3,4 | *2-hour lecture:* | Assignment & Quiz |
| *2* |  | *1-hour lecture* |
| *3* |  | Chapter 3:  Demand, Supply and Market Equilibrium | 3,4 | *2-hour lecture:* | Assignment & Quiz |
| *4* |  | *1-hour lecture* |
| *5* |  | Chapter 6:  Elasticity | 1,2 | *2-hour lecture:* | Midterm Exam |
| *6* |  | *1-hour lecture* |
| *7* |  | Midterm Break | | | |
| *8* |  | Chapter 7:  Utility Maximization | 1,2 | *2-hour lecture:* | Quiz & Midterm Exam |
| *9* |  | *1-hour lecture* |
| *10* |  | Chapter 9:  Production and Costs | 2,3,4,5 | *2-hour lecture:* | *Quiz&*  *Case study* &  Final exam |
| *11* |  | *1-hour lecture* |
| *12* |  | Chapter 10:  Pure competition in the short run | 2,3,4,5 | *2-hour lecture:* | *Case study* &  Final exam |
| *1-hour lecture* |
| *13* |  | Chapter 11:  Pure competition in the long run | 2,3,4,5 | *2-hour lecture:* | *Case study* &  Final exam |
| *1-hour lecture* |
| *14* |  | Chapter 12:  Pure Monopoly | 2,3,4,5 | *2-hour lecture:* | *Case study* &  Final exam |
| *1-hour lecture* |
| *15* |  | Review |  |  |  |
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