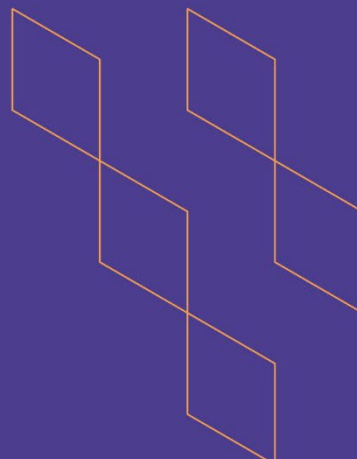




T-104
2022

Course Specification



Course Title: Introduction to Microeconomy
Course Code: ECON 101
Program: Bachelor of Science in Business Administration / Finance
Department: Accounting and Finance
College: College of Business and Tourism
Institution: University of Prince Mugrin (UPM)
Version: 2nd
Last Revision Date: August 14, 2023



Table of Contents:

Content	Page
A. General Information about the course	3
1. Teaching mode (mark all that apply)	3
2. Contact Hours (based on the academic semester)	4
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	5
C. Course Content	6
D. Student Assessment Activities	6
E. Learning Resources and Facilities	8
1. References and Learning Resources	8
2. Required Facilities and Equipment	8
F. Assessment of Course Quality	8
G. Specification Approval Data	9





A. General information about the course:

Course Identification

1. Credit hours: 3 credit hours

2. Course type

a. University College Department Track Others

b. Required Elective

3. Level/year at which this course is offered: Level 1 / Year 1

4. Course General Description:

This course explores how individuals and firms make economic decisions, focusing on supply and demand, market structures, production costs, and government intervention. It equips students with analytical tools to assess resource allocation and efficiency.

5. Pre-requirements for this course (if any): None

6. Co- requirements for this course (if any): None

7. Course Main Objective(s):

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

- explain the main microeconomics concepts and theories.
- use analytical tools, resources, skills, and experiences to understand the microeconomic scenarios.
- evaluate economic problems that they may encounter in real-life situations.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
----	----------	---------------





1.	Lectures	45
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify) Study Assignments Library	
Total		45



B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with FIN program	Code of CLOs aligned with ACCT program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding				
1.1	Define basic economic concepts such as scarcity, opportunity cost, and resource allocation.	FIN PLO K1	ACCT PLO K1	<ul style="list-style-type: none"> Highlight keywords Memory activities Reading materials 	<ul style="list-style-type: none"> Concept map Clicker questions Label Multiple choice
1.2	Describe how supply and demand interact to determine prices in different market conditions.	FIN PLO K1	ACCT PLO K1	<ul style="list-style-type: none"> Mind map Demonstrations Summarize Think-pair-share 	<ul style="list-style-type: none"> True and false Questionnaire Short answers
1.3	Identify key features of various market structures and their impact on competition and pricing.	FIN PLO K1	ACCT PLO K1	<ul style="list-style-type: none"> Concept map Matrix activities Memory activities Reading material 	<ul style="list-style-type: none"> Fill in the blanks Provide examples Quizzes Short answers
2.0	Skills				
2.1	Apply supply and demand models to assess market equilibrium changes.	FIN PLO S2	ACCT PLO S2	<ul style="list-style-type: none"> Demonstrations Creating examples Map 	<ul style="list-style-type: none"> Multiple choice Short answers One-minute paper
2.2	Compare production costs and pricing strategies under different market structures.	FIN PLO S2	ACCT PLO S2	<ul style="list-style-type: none"> Compare and contrast Concept map Questionnaires 	<ul style="list-style-type: none"> Case study Evaluation criteria Provide examples
2.3	Interpret economic data to explain consumer and firm decision-making.	FIN PLO S4	ACCT PLO S4	<ul style="list-style-type: none"> Short answers Think-pair-share Mind map 	<ul style="list-style-type: none"> Create a summary Short answers Quizzes
3.0	Values, autonomy, and responsibility				
3.1	Demonstrate commitment to use and benefit from the concepts in practical life. (KLO2)	FIN PLO V3	ACCT PLO V3	<ul style="list-style-type: none"> Brainstorm ideas 	<ul style="list-style-type: none"> Ability to follow procedures





Code	Course Learning Outcomes	Code of CLOs aligned with FIN program	Code of CLOs aligned with ACCT program	Teaching Strategies	Assessment Methods
				<ul style="list-style-type: none"> Group discussions Memory test 	<ul style="list-style-type: none"> Feedback and peer evaluation Attendance
3.2	Identify the ethical dilemmas encountered in the market economy and how it lead to inefficiencies. (KLO6)	V3	•	<ul style="list-style-type: none"> Brainstorm ideas Active participation in classroom Read article/textbook 	<ul style="list-style-type: none"> Fill in the blanks List Match Write a summary on a key point presentation
...					

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction: The Economic Problem and Economic Systems	3
2.	Consumer Demand	3
3.	Supply and Production	3
4.	Equilibrium Price Determination	3
5.	Elasticity Analysis	6
6.	Production Analysis	3
7.	Cost Analysis	3
8.	Perfect Competition	6
9.	Monopoly	6
10.	Government Intervention – Price controls, taxes, and subsidies	3
11.	Oligopoly	3
12.	Monopolistic Competition	3
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	3, 12	15%
2.	Homework	2, 10	5%
3.	Assignment	4, 7	20%
4.	Midterm	9	20%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
5.	Final	18	40%
6.	Total		100%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Foundation of Microeconomics, 8 th Global Edition, Robin Bade, University of Western Ontario Michael Parkin, University of Ontario ISBN-10: 1292218485 ISBN-13: 978-1292218496
Supportive References	The Microeconomics Anti-Text Book by Rod Hill and Tony Matt The Economist, The Wall Street Journal, Financial Times
Electronic Materials	https://www.sama.gov.sa/ https://cpa.org.sa/
Other Learning Materials	SDL

2. Required Facilities and Equipment

Items	Resources
Facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, Library
Technology equipment (projector, smart board, software)	Online discussion forum, Projector, Smart Board
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> Peer Review Assistance from Colleagues HoD visit Students 	<p>Direct Assessment:</p> <ul style="list-style-type: none"> Via attending a lecture <p>Indirect Assessment:</p> <ul style="list-style-type: none"> Via course evaluation survey Faculty reflection on course reports
Effectiveness of students' assessment	<ul style="list-style-type: none"> Instructor Faculty 	<p>Indirect Assessment:</p> <ul style="list-style-type: none"> Via course report <p>Direct Assessment:</p> <ul style="list-style-type: none"> Peer reviews





Assessment Areas/Issues	Assessor	Assessment Methods
Quality of learning resources	<ul style="list-style-type: none"> • Students • Faculty • Admin 	<p>Indirect Assessment:</p> <ul style="list-style-type: none"> • Via course evaluation survey <p>Direct Assessment:</p> <ul style="list-style-type: none"> • Inventory checks with library
The extent to which CLOs have been achieved	<ul style="list-style-type: none"> • Instructor • Students 	<p>Indirect Assessment:</p> <ul style="list-style-type: none"> • Course evaluation survey <p>Direct Assessment:</p> <ul style="list-style-type: none"> • Different assessment activities
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	ACCT & FIN DC
REFERENCE NO.	ACCT&FIN_DC_3_23-24
DATE	15 DEC 2023

