



Course Specification

— (Bachelor)

Course Title: Principles of Microeconomics

Course Code: ECN101

Program: BSC Finance

Department: Department of Economics and Finance

College: College of Business Administration

Institution: University of Ha'il

Version: Version **Three**

Last Revision Date: 05 October 2023

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A. General information about the course:

1. Course Identification

1. Credit hours: 3 Hrs.

2. Course type

A. ☐ University ☒ College ☐ Department ☐ Track ☐ Others
B. ☒ Required ☐ Elective

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

4. Course general Description:

Course Description: The course provides an introduction to a core area of economics known as microeconomics. It discusses the operation of a market economy and the problem of how best to allocate society's scarce resources. The course considers the way in which various decision-making units in the economy (individuals and firms) make their consumption and production decisions and how these decisions are coordinated. It discusses the laws of supply and demand and introduces the theories of the firm and its components, production, and cost theories, and models of market structure.

5. Pre-requirements for this course (if any):

None

6. Co-requirements for this course (if any):

None

7. Course Main Objective(s):

The purpose of this course is to give students a good understanding of the principles of economics that apply to the decisions of individuals both consumers and producers within the larger economic system and provide the students with good insights into the behavior of consumers, producers, and the working of price system.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45 hrs.	100 %
2	E-learning	0	0
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 	0	0
4	Distance learning	0	0

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45 hrs.
2.	Laboratory/Studio	0
3.	Field	0
4.	Tutorial	0
5.	Others (specify)	0
Total		45

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Memorize the concepts of economics, demand, supply and market equilibrium, and elasticity.	K1	Lecture, discussions.	Direct: Homework, Quiz, midterm exam. Indirect: Course evaluation survey by student
1.2	Recognize market efficiency and consumer behavior.	K1	Lecture, discussions, cooperative learning.	Direct: Classwork, midterm exam, final exam Indirect: Course evaluation survey by student
1.3	Describe product technology, cost, and market structure.	K1	Lecture, discussions.	Direct: Quiz, midterm exam, final exam Indirect: Course evaluation survey by student
2.0	Skills			
2.1	Analyze the impact of change in demand/supply on market equilibrium and the profit-maximizing conditions in different market structures.	S1	Lecture, discussions.	Direct: Quiz, midterm, and final exam. Indirect: Course evaluation survey by student



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.2	Calculate elasticities, equilibrium price and quantity, and other elements related to supply and demand.	S3	Lecture, discussions, problem solving	Direct: Homework, quiz, midterm, and final exam. Indirect: Course evaluation survey by student
2.3	Draw graph representing demand, supply, market efficiency equilibrium, and structure.	S3	Lecture, discussions, problem-solving.	Direct: Homework, midterm, and final exam. Indirect: Course evaluation survey by student

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction: What Is Economics?	3
2	Chapter 2: Demand, Supply, and Market Equilibrium	6
3	Chapter 3: Elasticity: A Measure of Responsiveness	6
4	Chapter 4: Market Efficiency and Government Intervention	6
5	Chapter 5: Consumer Choice: Utility Theory and Insights from Neuroscience	3
6	Chapter 6: Production Technology and Cost	6
7	Chapter 7: Perfect Competition	6
8	Chapter 8: Monopoly	6
9	Chapter 9: Market Entry and Monopolistic Competition	3
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Homework	2 nd	5%
2.	Quiz 1	5 th	5%
3.	Midterm	8 th	30%
4.	Quiz 2	13 th	10%
5.	Final exam	16 th	50%

*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	Arthur O'Sullivan, Steven M. Sheffrin, and Stephen J. Perez (2020), Microeconomics: Principles, Applications, and Tools, 10 th Edition, Pearson Publication.
Supportive References	Edgar K. Browning, Mark A. Zupan (2020), Microeconomics: Theory & Applications, 13 th edition, Wiley Publication.
Electronic Materials	<p>Library Online Databases of the university - http://libsys.uoh.edu.sa:2048/login</p> <p>Blackboard learning system - http://www.uoh.edu.sa/MediaCenter/Advertisements/Pages/blackbaord-tutorial.aspx</p> <p>http://myeconlab.mathxl.com/login_melintl.htm</p> <p>http://tutor2u.net/economics/revision-notes/index.html</p> <p>http://economics.about.com/</p>
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	A classroom with proper seating arrangements.
Technology equipment (Projector, smart board, software)	Smartboard, whiteboard, internet connections.
Other equipment (Depending on the nature of the specialty)	NA

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chairperson & Peers (PAAAP), (using class observation form) Students Course Evaluation Survey (CES)	Direct, Indirect
Effectiveness of students assessment	Reviewer (faculty from the same department), Reviewing the exam paper, Co-signing the grades,	Direct



Assessment Areas/Issues	Assessor	Assessment Methods
	Unified Midterm/Final Exams	
Quality of learning resources	Instructor (Course Report), Students Course Evaluation Survey (CES)	Direct Indirect
The extent to which CLOs have been achieved	Instructor Direct Method (CLOs Assessment Form for all assessment methods), CLOs assessment survey by students	Direct Indirect
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	03
DATE	12/11/2023