



Course Specification

— (Bachelor)

Course Title: Principles of Microeconomics

Course Code: ECN 103

Program: BSC. Finance

Department: Department of Economics & 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: (2nd level /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):

ENGL-1004
ARAB-100

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 individual consumers and producers within the larger economic system and provide the students 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	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
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 Brainstorming	Direct: Short exams (quizzes) Midterm exam Final exam Indirect: Course evaluation survey by student
1.2	Recognize consumer behavior, market structure, efficiency, product cost and technology	K1	Lecture Brainstorming	Direct: Short exams (quizzes) Midterm exam Final exam Discussion Indirect: Course evaluation survey by student
2.0	Skills			
2.1	Practice integrated theories related to the market efficiency and government intervention as well as utility theory.	S1	Lecture Discussions (Extra-Curricular Activities:	Direct: Mid term exam Final exam Discussion





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
			Financial Readings)	Report on Readings Indirect: Course evaluation survey by student
2.2	Use mathematical operations for the analysis of equilibrium situations as well as elasticities of prices and wages.	S4	Lecture Cooperative learning	Direct: Short exams (quizzes) Midterm exam Final exam Discussion. Indirect: Course evaluation survey by student
2.3	Interpret graphs related to surpluses of consumers and producers, and of different market situations.	S4	Lecture Cooperative learning	Direct: Short exams (quizzes) Midterm exam Final exam Discussion. Indirect: Course evaluation survey by student
3.0	Values			
3.1	Show the ability to work in a team and independently using economic knowledge.	V2	Discussion Cooperative learning [Extracurricular activity: Participating in volunteering work	Direct: Report on activities Discussions 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.	Quiz 1	3 rd	5%
2.	Midterm exam	8 th	30%
3.	Quiz 2	11 th	5%
4.	Final exam	16 th	50%
5.	Extra-Curricular Activities (Report on Readings, Report on participation in volunteering work)	All the semester	5%
6.	Discussions	All the semester	5%

*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, Unified Midterm/Final Exams	Direct
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

