



## Course Specifications

<b>Course Title:</b>	Introduction to economics
<b>Course Code:</b>	ECON 251
<b>Program:</b>	BBA Finance and Banking
<b>Department:</b>	Finance and Banking
<b>College:</b>	College of Business Administration
<b>Institution:</b>	JAZAN UNIVERSITY

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## A. Course Identification

<b>1. Credit hours:</b> 30
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 8
<b>4. Pre-requisites for this course (if any):</b> NO
<b>5. Co-requisites for this course (if any):</b> No

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning		
4	Distance learning	30	100%
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	30

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Introduction to Economics is one of the core courses offered by the Department of Finance and Banking. It is a foundation course for the understanding of the principles of economics. It gives main idea regarding the forces of the market and the principles concepts related to production.

### 2. Course Main Objective

The main objective is to provide students the knowledge of the foundations of Economics, through explaining the mechanisms of Supply and Demand.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Identify the concept of demand and supply in the market.	K1
1.2		
1.3	Justify the trends behind the analysis of the pattern of demand and supply to help in the decision making process inside the company.	K2
1...		
2	<b>Skills :</b>	
2.1	Apply various approaches to assess the effectiveness of production and determine its relationship with the combinations of factors of production	S1
2.2		
2.3	Demonstrate skills in the analysis of the type of elasticity of demand to adopt a convenient decision regarding the price.	S3
2...	Evaluate the role of price as regulator of equilibrium in the market.	S4
3	<b>Values:</b>	
3.1	Contribute in highlighting the significance of team work to reach an effective production	V1
3.2		
3.3		
3...		

### C. Course Content

No	List of Topics	Contact Hours
1	Essential foundations of economics	2
2	Economics a social science: types of economics	2
3	Globalization, government deficit	2
4	Choices in economics: opportunity cost, rational choice, tradeoff	2
5	The margin: marginal cost, rational choice	2
6..	Economics : social science	2
7	Global economics: consumption and factors of production	2
8	Real flows and money flows	2
9	Economic Problem: PPF	2
10	Demand and Supply	2
11	Determinants of supply	2
12	Determinants of Demand	2
13	Market Equilibrium	2
14	Elasticity: price and demand	2
15	Production and cost: explicit cost, Economic profit	2
...		
<b>Total</b>		30

## 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	<b>Knowledge and Understanding</b>		
1.1	Identify the concept of demand and supply in the market.	lecture	Midterm exam
1.2	Justify the trends behind the analysis of the pattern of demand and supply to help in the decision making process inside the company.	Lectures presentations	Discussion in lectures
...			
2.0	<b>Skills :</b>		
2.1	Apply various approaches to assess the effectiveness of production and determine its relationship with the combinations of factors of production	Lectures presentations	Question answer session
2.2	Demonstrate skills in the analysis of the type of elasticity of demand to adopt a convenient decision regarding the price.	Lectures presentations	Discussion in lectures
...	Evaluate the role of price as regulator of equilibrium in the market.	Lectures presentations	Discussion in lectures
3.0	<b>Values:</b>		
3.1	Contribute in highlighting the significance of team work to reach an effective production	Lectures Presentations Home works	Group competitions discussions
3.2			
...			

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Discussion		
2	Midterm	6	
3	Quizz	9	
4	Quizz	12	
5	Discussion	14	
6	Final assessment	16	
7			
8			

\*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 :**

All faculty members are available in their offices during the office hours.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	How Adam Smith Can Change Your Life: An Unexpected Guide to Human Nature and Happiness.
<b>Essential References Materials</b>	The Instant Economist: Everything you need to know about how the economy works plume.
<b>Electronic Materials</b>	CD video and audio should be available for students
<b>Other Learning Materials</b>	Text books in library

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Resources available
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Resources available
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Yes library should have books regarding financial system in ksa

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
No issues	students	direct
No issues in any area	faculty	direct

**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

<b>Council / Committee</b>	Quality Unit
<b>Reference No.</b>	CS-ECON251-20212
<b>Date</b>	13 January 2021

