



## Course Specifications

<b>Course Title:</b>	<b>Managerial Economics</b>
<b>Course Code:</b>	<b>ECON 252</b>
<b>Program:</b>	<b>Bachelor in Finance and Banking</b>
<b>Department:</b>	<b>Finance and Banking</b>
<b>College:</b>	<b>Business Administration</b>
<b>Institution:</b>	<b>Jazan University</b>

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	4
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>5</b>
<b>D. Teaching and Assessment</b> .....	<b>6</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	6
2. Assessment Tasks for Students .....	6
<b>E. Student Academic Counseling and Support</b> .....	<b>7</b>
<b>F. Learning Resources and Facilities</b> .....	<b>7</b>
1. Learning Resources .....	7
2. Facilities Required.....	8
<b>G. Course Quality Evaluation</b> .....	<b>8</b>
<b>H. Specification Approval Data</b> .....	<b>8</b>

## A. Course Identification

<b>1. Credit hours:</b>
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered: Level 4 2021-2</b>
<b>4. Pre-requisites for this course (if any): ECON 251</b>
<b>5. Co-requisites for this course (if any):None</b>

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

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

The course is an introductory course; it enhances the knowledge of economic concepts and principles (Demand, Supply, Market Equilibrium, Consumer Choice, and Costs).

This course will be taught through traditional classroom and assessed through assignments, quizzes and exams.

## 2. Course Main Objectives

Upon completion of this course , Students will:

1. Demonstrate knowledge of different concepts in economy: Theory, Model, Consumer Choice, Supply, Demand, Market Equilibrium and Costs
2. Demonstrate knowledge of the Production Function and its applicability to short-run output and the Theory of Cost.
3. Demonstrate knowledge of Returns to Scale and their application to long-run production and cost
4. Gain proficiency in calculation of market equilibrium, costs and utility

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	By the end of the course, students will be able to identify the requirements for calculation the demand , supply , utility ,production function and costs	K1
1.2	By the end of the course, students will be able to identify the different factors that affect market equilibrium , cost calculation and production function	K1,S1
1.3	By the end of the course, students will be able to illustrate an understanding of relationships between output and costs, and the factors underlying these relationships in both the short and long run, including diminishing returns and economies/diseconomies of scale.	K2,S4
<b>2</b>	<b>Skills</b>	
2.1	By the end of the course, students will be able to appraise how the market equilibrium is calculated	S1,V2
2.2	By the end of the course, students will be able to categorize utilities and costs	K1
2.3	By the end of the course, students will be able to Analyze production functions and their underlying mathematical basis.	S3
2.4	By the end of the course, students will be able to Apply the principles of microeconomics to managerial problems	K2
<b>3</b>	<b>Values:</b>	
3.1	By the end of the course, students will be able to demonstrate effective team work in group assignments and discussions	V1,V2
3.2	By the end of the course ,students will be able to demonstrate responsibility to manage his/her budget of his/her budget	V1,V3
3.3	By the end of the course, students will be able to understand relevant professional ethics when dealing with managerial economics	V1,V3

## C. Course Content

No	List of Topics	Contact Hours
1	<b>Introduction:</b> <ul style="list-style-type: none"> <li>• Managerial Decision Making</li> <li>• Economic Model</li> </ul>	2
2	<b>Supply and Demand:</b> <ul style="list-style-type: none"> <li>• Demand</li> <li>• Supply</li> <li>• Market Equilibrium</li> </ul>	6
3	<ul style="list-style-type: none"> <li>• Shocks to the Equilibrium</li> <li>• Effects of Government Interventions</li> <li>• When to Use the Supply-and-Demand Model</li> </ul>	2
4	<b>Consumer Choice :</b> <ul style="list-style-type: none"> <li>• Consumer Preferences</li> <li>• Utility</li> <li>• The Budget Constraint</li> </ul>	4
5	<ul style="list-style-type: none"> <li>• Constrained Consumer Choice</li> <li>• Deriving Demand Curves</li> <li>• Behavioral Economics</li> </ul>	2
6	<ul style="list-style-type: none"> <li>• Production Functions</li> <li>• Productivity and Technology Change</li> </ul>	2
7	<ul style="list-style-type: none"> <li>• Short-Run Production</li> <li>• Long-Run Production</li> <li>• Returns to Scale</li> </ul>	4
8	<b>Costs:</b> <ul style="list-style-type: none"> <li>• The Nature of Costs</li> <li>• Short-Run Costs</li> </ul>	2
9	<ul style="list-style-type: none"> <li>• Long-Run Costs</li> <li>• The Learning Curve</li> <li>• Costs of Producing Multiple Goods</li> </ul>	2
10	<b>Firm Organization and Market Structure :</b> <ul style="list-style-type: none"> <li>• Ownership &amp; Governance of Firms</li> <li>• Profit Maximization</li> <li>• Owner's vs. Manager's Objectives</li> <li>• The Make or Buy Decision</li> <li>• Market Structure</li> </ul>	2
11	<b>Competitive Firms and Markets</b> <ul style="list-style-type: none"> <li>• Perfect Competition</li> <li>• Competition in the Short-Run</li> <li>• Competition in the Long-Run</li> <li>• Competition and Economic Well-being</li> </ul>	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
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	By the end of the course, students will be able to identify the requirements for calculation the demand , supply , utility ,production function and costs	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Class discussion</li> <li>• Individual, paired, and Use of audio-visual media resources (videos, films, transparencies)</li> <li>• Use of the internet for research projects</li> <li>• Problem solving exercises</li> </ul>	Oral presentation Exam
1.2	By the end of the course, students will be able to identify the different factors that affect market equilibrium , cost calculation and production function	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Class discussion</li> <li>• Case studies</li> <li>• Problem solving exercises</li> </ul>	Midterm, Final Exam
1.3	By the end of the course, students will be able to illustrate an understanding of relationships between output and costs, and the factors underlying these relationships in both the short and long run, including diminishing returns and economies/diseconomies of scale.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Class discussion</li> <li>• Case studies</li> <li>• Problem solving exercises</li> </ul>	Quizzes
<b>2.0</b>	<b>Skills :</b>		
2.1	By the end of the course, students will be able to appraise how the market equilibrium is calculated	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Problem solving exercises</li> </ul>	Assignments + Exam
2.2	By the end of the course, students will be able to categorize utilities and costs	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Problem solving exercises</li> </ul>	Exam
2.3	By the end of the course, students will be able to Analyze production functions and their underlying mathematical basis.	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Problem solving exercises</li> </ul>	Assignments
2.4	By the end of the course, students will be able to Apply the principles of microeconomics to managerial problems	small-group exercises Use of library for research projects	Assignments
<b>3</b>	<b>Values</b>		
3.1	By the end of the course, students will be able to demonstrate effective team work in group assignments and discussions	<ul style="list-style-type: none"> <li>• Class discussion</li> <li>• Problem solving</li> </ul>	Class tests quiz
3.2	By the end of the course ,students will be able to demonstrate responsibility to manage his/her budget	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>	Assignments Oral presentation

3.3	By the end of the course, students will be able to understand relevant professional ethics when dealing with managerial economics	<ul style="list-style-type: none"> <li>Class discussion</li> </ul>	Assignments Oral presentation
-----	-----------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------	----------------------------------

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Participation ,Discussion and Presence	Within lectures and discussions	5%
2	Assignment and Exercises	After finishing each unit	5%
3	Midterm Exam 1	Week 8	30%
4	Assignment	Week 13	10%
5	Final Exam	Week 16	50%
6	<b>TOTAL</b>		<b>100%</b>
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 :

Schedule of teaching staff office hours included in the student guide, published in the department announcement board, and the door of teaching staff.

## F. Learning Resources and Facilities

### 1.Learning Resources

<p><b>Required Textbooks</b></p>	<ul style="list-style-type: none"> <li>Managerial Economics and Strategy (2nd Edition) (The Pearson Series in Economics) 2nd Edition. <u>Jeffrey M. Perloff</u> (Author), <u>James A. Brander</u> (Author)  <b>Series:</b> The Pearson Series in Economics <b>Hardcover:</b> 704 pages <b>Publisher:</b> Pearson; 2 edition (January 16, 2016) <b>Language:</b> English <b>ISBN-10:</b> 0134167872 <b>ISBN-13:</b> 978-0134167879</li> <li>Managerial Economics: Applications, Strategy, and Tactics, Tenth Edition  <i>Authors:</i> James R. McGeehan, R. Charles Moyer, and Frederick H. deB. Harris,<i>Publisher:</i> Thomson South-Western Publishers, 2005.  <b>ISBN: 0-324-2592-39</b></li> </ul>
----------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Essential References Materials</b>	A handout approved by the course committee
<b>Electronic Materials</b>	Saudi Digital Library
<b>Other Learning Materials</b>	

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom equipped with projectors and white boards
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Computers and data show
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NA

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
1. Effectiveness of Teaching and Assessment	Course committee	Indirect
	Students -Survey	Indirect
	Peer evaluation (teaching staff)	Indirect
	Students – Results & Grades	Direct
	Students –Focus Group Discussion	Indirect
2. Extent of achievement of course learning outcomes	Course committee	Direct
	Students –Survey	Indirect
3. Quality of learning resources, Office Hours, Students Workload, Feedback to students	Students -Survey	Indirect

**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 COMMITTEE
<b>Reference No.</b>	CS-ECON252-20212
<b>Date</b>	10/01/2021