

Course Specification

Course Title: Principles of Economics

Course Code: BAM 151

Program: Enter Program Name.

Department: Enter Department Name .

College: APPLIED COLLEGE

Institution: JAZAN UNIVERSITY

Version: TP 153

Last Revision Date: Pick Revision Date.

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A. General information about the course:

1. Course Identification

1. Credit hours: (3 Hours)

2. Course type

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

3. Level/year at which this course is offered: (Level 2 / 1st Year)

4. Course general Description:

The course aims at introducing students to the language and basic economic terms and concepts and also make the students aware of the economics contemporary issues. This course intends to provide futures managers an overview of relevant economic issues in a business context.

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

NA

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

NA

7. Course Main Objective(s):

After successfully completing this course, the student will be able to:

- (1) Explain the similarities and differences of four market structure in the market economy
- (2) Understand the basic concepts of economics.
- (3) Analyze the factors that affect business and company.
- (4) Use diverse forms of economic information from both the environment and the organization to evaluate and propose solutions to business problems
- (5) Develop the knowledge of the main facts of current economic systems, and understand and interpret them.

2. Teaching mode (mark all that apply)

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





No	Mode of Instruction	Contact Hours	Percentage
	• E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
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	Define Basic concepts and its importance.	K1	Lectures Class Assignments Class Discussions Home Assignment BB Assignments	Quiz Midterm Exam Final Exam Student survey
1.2	Describe how economics activities are organized	K2	Lectures Class Assignments Class Discussions Home Assignment BB Assignments	Quiz Midterm Exam Final Exam Student survey
1.3	List the steps economics and managerial decisions	K3	Lectures Class Assignments Class Discussions Home Assignment BB Assignments	Quiz Midterm Exam Final Exam Student survey
1.4	Explain the similarities and	K4	Lectures Class Assignments	Quiz Midterm Exam





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	differences of four market structure in the market economy		Class Discussions Home Assignment BB Assignments	Final Exam Student survey
2.0	Skills			
2.1	Evaluate choices and economics policies made by decision makers.	S1	Lectures Class Assignments Class Discussions Home Assignment BB Assignments	Quiz Midterm Exam Final Exam Student survey Practical classes
2.2	Apply and use the economics concepts and tools in practical field.	S2	Lectures Class Assignments Class Discussions Home Assignment BB Assignments	Quiz Midterm Exam Final Exam Student survey Practical classes
3.0	Values, autonomy, and responsibility			
3.1	Communicate effectively with a range of audience.	V1	Group Activity, Role Play BB Assignments	Direct Observation Presentation Practical classes
3.2	Work with multi-disciplinary teams to communicate effectively both in written and oral forms, with the relation to logistics industry.	V2	Group Activity, Role Play BB Assignments	Direct Observation Presentation Practical classes
3.3	Evaluate the use information related to logistics industry.	V3	Group Activity, Role Play BB Assignments	Direct Observation Presentation Practical classes

C. Course Content

No	List of Topics	Contact Hours
1.	Chapter 1: Ten principles of economics	8



2.	Chapter 2: Thinking like an economist	6
3.	Chapter 3: The market forces of supply and demand	6
4.	Chapter 4: Elasticity and its application	6
5.	Chapter 5: Consumers, Producers and efficiency Markets	6
6.	Chapter 6: The cost of production	6
7.	Chapter 7: The markets for factors of production	7
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Attendance & Ethics	Continuous	5%
2.	Class Participation	Continuous	5%
3.	Assignments	Continuous	10%
4.	Practical cases	Continuous	10%
5.	Self-study	Continuous	10%
6.	Mid-term Exam 1	9 th week	20%
7.	Final Exam	16 th week	40%

*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	N. GREGORY MANKIW, PRINCIPLES OF ECONOMICS, 2018, Eighth Edition, HARVARD UNIVERSITY, Library of Congress Control Number: 2016947882 ISBN 13: 978-1-305-58512-6 ISBN 10: 1-305-58512-7
Supportive References	
Electronic Materials	https://assets.openstax.org/oscms-prodcms/media/documents/Economics2e-OP_s2jF42u.pdf?_gl=1*13pmhy9*_ga*MTI5ODE0NTE3NS4xNjY4ODYzMjE4*_ga_T746F8B0QC*MTY3NDY4MDIyNS4yLjAuMTY3NDY4MDIyNS42MC4wLjA . SDL – Saudi Digital Library
Other Learning Materials	<ul style="list-style-type: none"> Other learning material such as computer-based programs/CD, professional standards/regulations. Study notes supplied along with CDs.

2. Required Facilities and equipment





Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	<ul style="list-style-type: none"> Classrooms equipped with both blackboards and smart boards. Existence of Video conference room. Existence of information security systems against electronic threats
Technology equipment (projector, smart board, software)	Computer labs are equipped with computers and software.
Other equipment (depending on the nature of the specialty)	Blackboard

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students,	Class Visits & Student Survey
Effectiveness of Students assessment	Faculty & Students	Faculty Survey & Students Survey
Quality of learning resources	Students,	Class Visits & Student Survey
The extent to which CLOs have been achieved	Faculty & Students	Faculty Survey & Students Survey
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	

