



Course Specification

— (Bachelor)

Course Title: Managerial Economics

Course Code: ECON 252

Program: BBA : Accounting ; Finance & Banking ; Business Administration ; Marketing

Department: Accounting and Finance

College: College of Business

Institution: Jazan University

Version: Course Specification Version Number

Last Revision Date: 20252



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A. General information about the course:

1. Course Identification

1. Credit hours: (2 hours per week)

2. Course type

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

3. Level/year at which this course is offered: (Level 4)

4. Course general Description:

Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions. Students taking this course are expected to have had some exposure to economics and be comfortable with basic algebra. Some knowledge of calculus would also be helpful although not necessary.

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

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

Introduction to Economics ECON 251

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

NO

7. Course Main Objective(s):

This Course enables students to:

1. Develop the student's understanding of microeconomic principles and analytical tools.
2. Apply the above methods to the type of problems that frequently arise in managing business enterprises.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		30

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

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Recognize market demand, market supply and the factors affecting the markets and decision-making. Understanding of relationships between output and costs, and the factors underlying these relationships in both the short and long run, including diminishing returns and	K ₁	<ul style="list-style-type: none"> Class Lecture discussion Application questions 	Quizzes and examinations



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	economies/diseconomies of scale.			
1.2	Describe the principle, concepts and theories in microeconomics and industrial organization.	K ₂	<ul style="list-style-type: none"> •Class Lecture •discussion •Application questions 	Quizzes and examinations
...				
2.0	Skills			
2.1	Solve problems and issues for business decision-making (demand, supply, production, equilibrium, cost, consumption) using principles of the scientific method and their underlying mathematical basis	S ₁	<ul style="list-style-type: none"> •Lecture •Class discussion •Case studies •Problem solving exercises 	Quizzes and examinations
2.2	Apply the economic way of thinking to individual decisions and business decisions (students will be able to Apply the principles of microeconomics to managerial problems	S ₂	<ul style="list-style-type: none"> •Lecture •Class discussion •Case studies •Problem solving exercises 	Quizzes and examinations
...				
3.0	Values, autonomy, and responsibility			
3.1	By the end of the course, students will be able to demonstrate effective team work in group assignments and discussions	V ₁	<ul style="list-style-type: none"> - Class discussion - Problem solving 	Project and attendance, Presentations
3.2				
...				



C. Course Content

No	List of Topics	Contact Hours
1.	Introduction: ➤ Managerial Decision Making Economic Model	2
2.	Demand and Supply: ➤ Demand ➤ Supply	4
3	Demand and Supply: ➤ Market Equilibrium ➤ Shocks to the Equilibrium	4
4	Consumer Choice : ➤ Consumer Preferences ➤ Utility	3
5	Consumer Choice : ➤ The Budget Constraint Constrained Consumer Choice	3
6	Production : ➤ Production Functions ➤ Long-Run Production ➤ Returns to Scale	4
7	Costs: ➤ The Nature of Costs ➤ Short-Run Costs	4
8	Market Structure ➤ Perfect Competition ➤ Monopoly ➤ Monopolistic Competition ➤ Oligopoly	4
8	Revision	2
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
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No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Participation ,discussion, assignement and Presence, Quizzes	Within lectures and discussions	10%
2.	First Midterm Exam	Week 7	20%
3.	Second Midterm Exam	Week 12	20%
4.	Final Exam	Week 17	50%
5	TOTAL		100%

*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	<ul style="list-style-type: none"> Managerial Economics and Strategy (2nd Edition) (The Pearson Series in Economics) 2nd Edition. Jeffrey M. Perloff (Author), James A. Brander (Author) Series: The Pearson Series in Economics Hardcover: 704 pages Publisher: Pearson; 2 edition (January 16, 2016) Language: English ISBN-10: 0134167872 ISBN-13: 978-0134167879
Supportive References	<ul style="list-style-type: none"> 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. ISBN: 0-324-2592-39
Electronic Materials	Saudi Digital Library
Other Learning Materials	https://books.google.com.sa/books/about/Managerial_Economics.html?id=xkbVQwAACAAJ&source=kp_book_description&redir_esc=y

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom equipped with projectors and smart boards



Items	Resources
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> ➤ Data Show ➤ Smart Board ➤ AV, Microsoft office and internet connection
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Per Evaluator	
Effectiveness of Students assessment	Faculties	
Quality of learning resources	Faculties	
The extent to which CLOs have been achieved	Course Coordinator	
Other	Student	

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	10/01/2025

