



Course Specification

(Bachelor)

Course Title: **Introduction To Economics**

Course Code: **ECON 251**

Program: **Finance and Banking**

Department: **Finance and Banking**

College: **College Of Business Administration**

Institution: **Jazan University**

Version: **TP - 153**

Last Revision Date: **10-12-2023**

Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content	5
D. Students Assessment Activities	6
E. Learning Resources and Facilities	7
F. Assessment of Course Quality	7
G. Specification Approval	8





A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

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

3. Level/year at which this course is offered: (2 Year , Level 4)

4. Course general 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.

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

No

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

No

7. Course Main Objective(s):

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

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	22	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom 		





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	22
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		22

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	Identify the concept of demand and supply in the market.	K1	lecture	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.	K2	Lectures presentations	Discussion in lectures
...				
2.0	Skills			
2.1	Apply various approaches to assess the effectiveness of production and determine its relationship with the	S1	Lectures presentations	Question answer session





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	combinations of factors of production			
2.2	Demonstrate skills in the analysis of the type of elasticity of demand to adopt a convenient decision regarding the price.	S3	Lectures presentations	Discussion in lectures
2.3	Evaluate the role of price as regulator of equilibrium in the market.	S4	Lectures presentations	Discussion in lectures
3.0	Values, autonomy, and responsibility			
3.1	Contribute in highlighting the significance of team work to reach an effective production	V1	Lectures Presentations Home works	Group competitions discussions
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Essential foundations of economics	1
2.	Economics a social science: types of economics	1
3.	Choices in economics: opportunity cost, rational choice, tradeoff, marginal cost, rational choice	1
4.	Global economics: consumption and factors of production	1
5.	Real flows and money flows	1
6.	Economic Problem: PPF	2
7.	Demand and Supply	2
8.	Determinants of Demand	1
9.	Determinants of Supply	1
10.	Market Equilibrium	2
11.	Elasticity: price and demand	2
12.	Market Imperfections and the Role of Government	2





	Monopoly	
	Oligopoly	
	Monopolistic Competition	
13.	Concepts and Problems in Macroeconomics	3
	Introduction to Macroeconomics	
	Measuring National Output and National Income	
	Unemployment, Inflation, and Long-Run Growth	
14.	The Core of Macroeconomic Theory	2
	Aggregate Expenditure and Equilibrium Output	
	The Labor Market In the Macroeconomy	
Total		22

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Discussion and Oral presentation	During lectures	10
2.	Midterm	7	30
3.	Quiz	10	10
4.	Final Assessment	13	50

*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	Principles of Economics: Karl E. Case, Ray Fair & Sharon M Oster ; Pearson ISBN 13:980-0-13-255291-2 ISBN 10:0-13-255291-4 Tenth Edition
Supportive References	Modern Principles of Economics: Tyler. Cowen & Alex. Tabarrok; Worth Publishers ISBN-13:978-1-4292-7839-3 ISBN-10:1-4292-7839-0
Electronic Materials	Saudi Digital Library (SDL)
Other Learning Materials	Text books in library

3. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Resources available: Classrooms, simulation rooms
Technology equipment (Projector, smart board, software)	Resources available: projector smart Board
Other equipment (Depending on the nature of the specialty)	Yes library should have books regarding Economics

F. Assessment of Course Quality

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

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

Assessment Methods (Direct, Indirect)





G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	10-12-2023

