



# University of Management and Technology

## Dr Hasan Murad School of Management (HSM)

Course Title: --Microeconomics-----  
Course Code: ---EC 210 -----  
Resource Person: -----  
Department: ----Economics-----

### HSM Vision

HSM envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. HSM will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. HSM envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

### HSM Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of-the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. HSM will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

### Program Objectives

The main objective of the program is to develop knowledge and skills of the participants. This program has been designed for students who, after completing higher secondary school, are looking for some knowledge based, career oriented, and market-driven educational program that would lead to lucrative careers. The program is a blend of theory, quantitative, research and applied areas in economics for preparing students to pursue advanced research degrees like MS and PhD.

### Course Objectives

The objectives set by this course of Microeconomics is to provide skills to deal with individual level issues. These issues are related to resource scarcity, utility maximization, cost minimization and participants will become familiar with the skills to deal with different agents in the economy, like buyer, seller and government in different market conditions in order to have a sustainable flow of benefits.

## **Learning Objectives**

1. Based on underpinning theories of consumer, participants will be able to devise how to make optimal choices.
2. Interaction of demand and supply will provide insight into how prices and quantities of products vary and influence relating products and their impact on other products.
3. To make students familiar with the internationalization through the mechanism of demand and supply in meeting the shortage and surpluses.
4. Understanding how cost of firm evolves and strategies of how to minimize it.
5. Studying the market environment will equip participants of business and commerce to make decisions of their own regarding pricing and production in order to survive in the market.

## **Learning Outcomes**

1. The general behavior of economic agents, participants will have idea related to rational behavior and skills to manage their expenditures.
2. Ensuring critical thinking as a part of sellers and buyers and how their interactions influence outcomes.
3. How to get benefits from foreign market interaction and make the students familiar with the meeting the shortages and removal of the surpluses which emerges in an economy due to market imperfections.
4. Being efficient managers, students will be able to minimize the cost structure of a firm and maximizing its output.
5. Firms work in the different market system, participants will be made familiar with strategies of how to perform efficiently in each market.

## **Teaching Methodology (List methodologies used –example are given below)**

Interactive Classes  
Case based teaching  
Class activities  
Applied Projects  
Experiential Learning

# STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

## Class Policy:-

- **Be On Time**  
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**  
**TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.
- **Email Policy**  
**READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.
- **Class Attendance Policy**  
A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.
- **Withdraw Policy**  
Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.
- **Moodle**  
UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umd.edu.pk/moodle>. For further query send your queries to [moodle@umd.edu.pk](mailto:moodle@umd.edu.pk)
- **Harassment Policy**  
Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.
- **Use of Unfair Means/Honesty Policy**  
Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Communication of Results**

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

## Course Outline

Course code.....EC 210.....

Course title.....Microeconomics.....

Program	Cohort
Credit Hours	3
Duration	15 Weeks
Prerequisites (If any)	None
Resource Person Name and Email	
Counseling Timing (Room# )	
Contact no.	
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	

**Chairman/Director Programme signature.....Date.....**

**Dean's signature.....Date.....**

## **Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

<b>Marks Evaluation</b>	<b>Marks in percentage</b>
Quizzes	15
Assignments/Take home problems Set	20
Mid Term	20
Activities, Attendance & Class Participation	5
Term Project	10
Final exam	30
Total	100

### **Recommended Text Books:**

**Mc Connel C, Brue S, and Flynn S.** "Economics; Principles, Problems, and Policies" (21<sup>st</sup> Edition)-Mc graw Hill (USA)

### **Reference Books:**

**Mankiw N G,** "Principles of Microeconomics" 7<sup>th</sup> edition, Thomson Learning. (USA)

**Samuelson N, and Nordhaus W.,** "Economics" (Latest Edition) Mc graw Hill, Inc. (USA)

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	Introduction to Economics Limits, choices and trade-offs	Getting participants to familiarize with the concept of scarcity and its implications	<ol style="list-style-type: none"> <li>1. Define economics and the features of the economic perspective.</li> <li>2. Describe the role of economic theory in economics</li> <li>3. How economic growth and international trade increase consumption possibilities?</li> </ol>	Interactive Class Discussions	In class Activity	Within a Week
2	The Market system and circular flow	Getting accustomed to the flow of resources and products from sellers to buyers in the economy	<ol style="list-style-type: none"> <li>1. Differentiation between command system and market system</li> <li>2. How market decides what to produce, how to produce and who obtains it?</li> <li>3. How market system adjusts to change and promotes progress?</li> </ol>	Case study	In class Activity	Within a Week
3	Demand and Supply Demand vs quantity demand Supply vs quantity supply	The dynamics of market forces will help understand the changes in prices & quantity sold and how to use it to run your business.	<ol style="list-style-type: none"> <li>1. Describe demand and supply and how it can change</li> </ol>	Demand & Supply Analysis	Quiz & Assignment	Within a Week
4	Market equilibrium Shortage / Surplus Government intervention Internationalization	To understand what happens if prices are automatically changing or being manipulated in the economy To use the acquired knowledge to bridge the gaps related to shortages and surpluses from foreign markets	<ol style="list-style-type: none"> <li>1. What defines demand and supply?</li> <li>2. How changes in supply and demand affect the prices and quantities in the market?</li> <li>3. How government set prices and how they can cause product surpluses and shortages?</li> </ol>	In class exercises & Case study	Quiz	Within a Week

5	Market failures, public goods and externalities	This section will help to understand how actions of agents can affect other agents and environment	<ol style="list-style-type: none"> <li>1. Difference between demand side and supply side market failure</li> <li>2. How positive and negative externalities cause miss allocation of resources?</li> <li>3. Why private firms cannot normally produce public goods?</li> <li>4. Issues in sustainability of forests and habitat</li> <li>5. How environment can be protected using policies?</li> </ol>	Case study	In class Activity	Within a Week
6	Elasticity	Students will be able to anticipate responsiveness of agents and evaluate if increasing price is beneficial or cost for the firm.	<ol style="list-style-type: none"> <li>1. Application of elasticity in decision making of consumer,</li> <li>2. Application of elasticity in decision making of producer</li> <li>3. Application of elasticity in decision making of government</li> </ol>	Numericals, and other Economic applications	Quiz	Within a Week
7	Utility maximization	Theorizing how a typical consumer decides how much to consume and how to manage budget	<ol style="list-style-type: none"> <li>1. How consumer maximize their utility based on the available information?</li> <li>2. How income and substitution effect lead to changes in demand?</li> </ol>	Interactive class discussion	In class Activity	Within a Week
8	Business and cost of production	This topic gives students an understanding of the returns gained by increase in particular factor of production	<ol style="list-style-type: none"> <li>1. Difference between economic and accounting costs</li> <li>2. Relationship of firm size to its associated costs</li> <li>3. Law of diminishing returns and cost minimization approach</li> </ol>	Case study	Take home problem sets	Within a Week



Mid Terms (for cohort classes exam week is announced by Cohort Office)						
9 & 10	Perfect competition: Short run & Long run	Learning the survival behavior of the competitive firms in short run.	<ol style="list-style-type: none"> <li>1. Basic market models and how firms produce</li> <li>2. Characteristics of perfectly competitive markets and their relation to present market system</li> <li>3. The difference between long run and short run.</li> <li>4. How profit/loss define the entry and exit of new firms and profit of existing firms?</li> </ol>	Graphical Presentations	Assignment	Within a Week
11 & 12	Monopoly& other allied concepts	The working of a monopolist and its differences from a competitive market.	<ol style="list-style-type: none"> <li>1. What is a pure monopoly?</li> <li>2. What are its major assumptions?</li> <li>3. How prices and output are determined?</li> <li>4. Mechanism of price discrimination</li> </ol>	Comparative Case Study	Assignment (Perfect competition and Monopoly, similarities and differences)	Within a Week
13	Monopolistic competition and oligopoly	Firm type describes the behavior of revenue, hence student will be able to decide the how much to produce	<ol style="list-style-type: none"> <li>1. Characteristics of the market and its differences with previous markets.</li> <li>2. Strategic production decisions of firms</li> <li>3. Positive and negative effects of advertising</li> <li>4. Incentives and obstacles of collusion among firms</li> <li>5. Comparison of markets in terms of their R&amp;D expenditures on green production</li> </ol>	Case study	Activity	Within a Week

14 & 15	Sustainable development Goals <sup>1</sup>	Familiarization with the concept of environment and social sustainable.	<ol style="list-style-type: none"> <li>1. What are the efforts done by the United Nations in this regard?</li> <li>2. Efforts done by Government of Pakistan</li> <li>3. Role of education sector in achieving SDGs</li> <li>4. How we as businessmen can play our role in make a sustainable future?</li> </ol>	Guest Speaker & Documentary	Industrial Visit	Within 1 week
Final Terms						

---

<sup>1</sup> This session may be shifted to any other week based on the availability of the guest speaker and time constraints of industrial visit