**School of Business and Economics**

Course Title: --Business Economics------------------------------

Course Code: ---EC 225------------------------

Resource Person: ---Noman Arshed-------------------------------

Department: **----**Economics **---------------------------------**-

**SBE Vision**

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE 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. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

**SBE 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. SBE 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 BS in Accounting and Finance provides strong foundation and equips participants to work in private or public sectors, corporate or public accounting, management or tax consulting etc. The program trains participants to target middle level positions in departmental hierarchy. It is designed to offer maximum benefit towards professional track, strongest skills towards corporate world and best foundation towards graduate and post graduate programs.

**Course Objectives**

The objectives set by this course of Business Economics is to provide skills to deal with individual level issues. These issues pertain resource scarcity, utility maximization, cost minimization etc. participants will be accustomed to 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, students will be able to device how to make optimal decisions
2. Interaction of demand and supply will provide insight to how prices and quantities of products vary and influence relating products and how are affected the most
3. Understanding how cost of firm evolves and strategies of how to minimize it
4. Studying the market environment will equip students 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, students will have idea of about rational behavior and skills to manage their expenditures
2. Ensuring critical thinking is a part of sellers and buyers and how their interactions influence outcomes
3. Being efficient managers, students will be able to minimize the cost structure of a firm
4. Different firm works in the different market system, students will be equipped with strategies to perform 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.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.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-225………………...... Course title……Business Economics………………………

|  |  |
| --- | --- |
| Program | BS Accounting & Finance |
| 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) | Moodle Course name: |

**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.

**Marks Evaluation Marks in percentage**

Quizzes 15

Assignments 15

Mid Term 20

Activities, Attendance & Class Participation 5

Term Project 10

Presentations 5

Final exam 30

Total 100

**Recommended Text Books:**

Microeconomics 21st Edition by McConnell, Brue & Flynn

**Reference Books:**

Principles of Microeconomics 7th Edition by Mankiw

Economics by Samuelson & Nordhaus

**Course: --**Business Economics **--- Course Code: ---** EC-225**---------- Book: ---**Microeconomics by McConnell Brue Flynn**------------------------**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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 | 1. Define economics and the features of the economic perspective. 2. Describe the role of economic theory in economics 3. How economic growth and international trade increase consumption possibilities? | 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 | 1. Differentiation between command system and market system 2. How market decides what to produce, how to produce and who obtains it? 3. How market system adjusts to change and promotes progress? | 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. | 1. Describe demand and supply and how it can change | Demand & Supply Analysis | Quiz & Assignment | Within a Week |
| 4 | **Market equilibrium**  **Shortage / Surplus**  **Government intervention**  **Globalization** | To understand what happens if prices are automatically changing or being manipulated in the economy | 1. What defines demand and supply? 2. How changes in supply and demand affect the prices and quantities in the market? 3. How government set prices and how they can cause product surpluses and shortages? | 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 | 1. Difference between demand side and supply side market failure 2. How positive and negative externalities cause miss allocation of resources? 3. Why private firms cannot normally produce public goods? 4. Issues in sustainability of forests and habitat 5. How environment can be protected using policies? | Case study | In class Activity | Within a Week |
| 6 | **Elasticity** | Students will be able to anticipate responsiveness of agents and evaluate if increasing price in beneficial or cost for the firm. | 1. Application of elasticity in decision making of consumer, 2. Application of elasticity in decision making of producer 3. Application of elasticity in decision making of government | Numerical, 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 | 1. How consumer maximize their utility based on the available information? 2. How income and substitution effect lead to changes in demand? | 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 | 1. Difference between economic and accounting costs 2. Relationship of firm size to its associated costs 3. Law of diminishing returns and cost minimization approach | 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. | 1. Basic market models and how firms produce 2. Characteristics of perfectly competitive markets and their relation to present market system 3. The difference between long run and short run. 4. How profit/loss define the entry and exit of new firms and profit of existing firms? | Graphical Presentations | Assignment | Within a Week |
| 11 & 12 | **Monopoly& other allied concepts**  **Monopolistic competition and oligopoly** | The working of a monopolist and its differences from a competitive market.  Firm type describes the behavior of revenue, hence student will be able to decide the how much to produce | 1. What is a pure monopoly? 2. What are its major assumptions? 3. How prices and output are determined? 4. Mechanism of price discrimination 5. Characteristics of the market and its differences with previous markets. 6. Strategic production decisions of firms 7. Positive and negative effects of advertising 8. Incentives and obstacles of collusion among firms | Interactive class discussion & Comparative Case Study | Assignment (Perfect competition and Monopoly, similarities and differences) | Within a Week |
| 13 | The Goods Market: Short Run Analysis | The working of goods market and short run analysis of consumption function | 1. The composition of GDP 2. The consumption function 3. The Investment Function 4. The investment multiplier | Case study | Activity | Within a Week |
| 14 | Introduction to different Markets, Financial institutions & Monetary and Fiscal Policy  Public VS Private Finance  Introduction to trade | Overview of Money & Capital Market and policies | 1. Working of Financial Institutions 2. Monetary and Fiscal Policy 3. Difference between Public and Private Finance 4. Money and Capital markets 5. National and International Trade | Interactive class discussion and Case Study | Activity | Within a Week |
| 15 | Sustainable development Goals[[1]](#footnote-1) | Familiarization with the concept of environment and social sustainable. | 1. What are the efforts done by the United Nations in this regard? 2. Efforts done by Government of Pakistan 3. Role of education sector in achieving SDGs 4. How we as businessmen can play our role in make a sustainable future? | Guest Speaker & Documentary | Industrial Visit | Within 1 week |
|  | Final Terms | | | | | |

1. This session may be shifted to any other week based on the availability of the guest speaker and time constraints of industrial visit [↑](#footnote-ref-1)