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| UNITEN LOGO 1.jpguniversiti tenaga nasionalcollege of foundation and general studies Course OutlinePrinciples of Microeconomics ECMD113Semester 1 Academic Year 2016/2017Hazwani Binti Mohamad RazinTel: 09-4552020 (3190)Email: RHazwani@uniten.edu.my**PRINCIPLES OF MICROECONOMICS**

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| --- | --- |
| **Course Code :**  | ECMD113 |
| **Course Status :** | Core |
| **Level :** | Diploma |
| **Semester Taught :** | Semester 1 2016/2017 |
| **Credit :** | 3 |
| **Pre-requisites :** | - |
| **Assessments :** | Quizzes 10%Midterm Exam 20%Assignment 30%Final examination 40% |
| **Lecturers :**  | Hazwani binti Mohamad Razin |
| **Course Description :** | The main objective of this course is to provide a basic understanding and appreciation of microeconomic principles, concepts and applications. The premise would be on positive economics that help students to understand consumer behaviour, pricing and output decision firms and the operation of the economic systems. Typically, the course would cover demand and supply theory, consumer behaviour and utility maximization, production and cost, basic model of market structure and pricing strategies of firms and government intervention |
| **Course Outcome :**  | 1. CO 1: Describe the basic concepts of economics principles and theories.
2. CO 2: Apply the concepts of market equilibrium, utility maximizing condition and differentiate the concept of firm practice.
3. CO 3: Recognize the market condition, monopoly’s profit maximizing, monopolistic competition and oligopoly behaviour presents in the real economic scenario.
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| **Course Outcomes** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| 1. Describe the basic concepts of economics principles and theories.
 | X |  |  |  |  |  |  |  |
| 1. Apply the concepts of market equilibrium, utility maximizing condition, differentiate the concept of firm practice.
 |  |  |  |  | X |  |  |  |
| 1. Recognize the market condition, monopoly’s profit maximizing, monopolistic competition and oligopoly behaviour presents in the real economic scenario.
 | X |  |  |  |  |  |  |  |
| **Average PO** |  |  |  |  |  |  |  |  |

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| Assessments Methods | **CO1** | **CO2** | **CO3** |
| Final Examination | X | X | X |
| Mid Semester Exam | X | X |  |
| Assignment / Group Project | X | X | X |
| Quizzes | X | X |  |

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| **Total Students Learning Time (SLT)**120 hours | **Face to Face** **(F2F)** | **NFTF** | **Total Guided and Independent Learning****(SLT)** |
| **L** | **T** | **P** | **O** |
| L= LectureT= TutorialP= PracticalO= Others NFTF = Non Face to FaceILT = Independent Learning Time | 28 | 14 | 0  | 5 | 73 | **120** |

**Course Outline** :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Topic** | **F2F** | **NFTF** | **SLT** |
| **L** | **T** | **P** | **O** |
| **1** | INTRODUCTION TO MICROECONOMICS* Scarcity and choice
* Opportunity cost
* Production possibilities frontier
 | 2 | 1 | 0 | 0 | 3 |   6  |
| **2 & 3** | DEMAND AND SUPPLY* Law of demand and law of supply
* Determinants of demand and supply
* Price Elasticity of demand and supply
 | 4 | 2 | 0 | 0 | 6 | 12 |
| **4** | MARKET EQUILIBRIUM* Market, Market equilibrium & Price determination
* Taxation & Subsidies
* Income, price and substitution effect
 | 2 | 1 | 0 | 0 | 3 | 6 |
| **5** | **THEORY OF CONSUMER BEHAVIOUR*** Utility theory
* Short Run & Long Run Production Function
* Budget constraint
* Utility maximizing condition
 | 2  | 1  | 0  | 0  | 3  | 6  |
| **6** | THEORY OF PRODUCTIONS* Factor of Production
* Short run versus long run decisions
* Production functions
 | 2 | 1 | 0 | 0 | 3 | 6 |
| **7 & 8** | COST OF PRODUCTIONS* Short Run & Long Run Cost
* Economies & diseconomies of scale
* Marginal revenue, marginal cost and profit maximization
 | 4 | 2 | 0 | 0 | 6 | 12 |
| **9** | **MARKET STRUCTURES: PERFECT COMPETITION** * Firm analysis
* Characteristics of four market structures: Pure Competition, Monopolistic Competition, Oligopoly and Monopoly.
* Perfect competition market analysis
 | 4 | 2 | 0 | 0  | 6 | 12 |
| **10 & 11** | **MONOPOLY*** Monopolymarket analysis
* Price and output decision in monopoly market
* Monopoly and perfect competition compared
* Price Discrimination
 | 2 | 1 | 0 | 0 | 3 | 6 |
| **12** | **MARKET STRUCTURES: MONOPOLISTIC COMPETITION** * Monopolistic competitionmarket analysis
* Price and output determination of a monopolistic competition firm in the short run and the long run
* Monopolistic competition and perfect competition compared
 | 2 | 1 | 0 | 0 | 3 | 6 |
| **13 & 14** | **OLIGOPOLY*** Oligopolymarket analysis
* Price Leadership Model
* Price Cut
* Concentration ratios and characteristics of oligopolist.

  | 4 | 2 | 0 | 0 | 6 |  12 |
|  | Quizzes  |   |   |   | 1 | 3 | 4 |
|  | Midterms |   |   |   | 2 | 6 | 8 |
|  | Assignments |   |   |   |  | 10 | 10 |
|  | Final examination |   |   |   | 2 | 12 | 14 |
|  | **Total SLT** | 28 | 14 |  0 | 5 | 73 | **120** |

**Main References Supporting the Course:*** Vengedasalam, D. and Madhavan, K. Principles of Economics, 3rd edition. Oxford Fajar, 2013.

**Additional References Supporting the Course:*** Case and Fair Principles of Economics ,8th edition, Prentice - Hall,2007.
* Beveridge T. (2003), Study Guide for Case and Fair’s Principles of Microeconomics, 6th edition, New Jersey: Prentice Hall.
* Case and Fair Principles of Economics ,7th edition, Prentice - Hall,2004.
* Sloman John (2003), Economics,5th , United Kingdom, Prentice Hall.
* Arthur O’ Sullivan (2002), Economics-Principles and Tools, International Edition, Prentice Hall.
* Begg, D., Fisher, S., & Dornbush R Economics, 7th edition, McGraw - Hill, 2003.
* Tan, K.L. Principles of Microeconomics: Made Simple, 1st edition, Prentice-Hall, 2006.
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