



University/Academy: Arab Academy for Science and Technology & Maritime Transport

Faculty/Institute: College of Computing and Information Technology

Program: Computer Science / Information Systems / Software Engineering

**Form No. (12)
Course Specification**

1- Course Data

Course Code: NC264	Course Title: Principle of Microeconomics	Academic Year/Level: Year 2 / Semester 3
Specialization: Humanities	No. of Instructional Units: 2 hrs lecture 2 hrs section	Lecture:

2- Course Aim	This course covers the introduction to the central concepts of microeconomic analysis and decision-making, such as demand and supply, elasticity and marginalism. The concepts are then used to explain and analyze market structures, including perfect competition and monopoly. Other topics may include analysis of labor markets, property rights and international economics.
----------------------	---

3- Intended Learning Outcome:

a- Knowledge and Understanding	Students will be able to demonstrate knowledge of: K8. Management and economics principles relevant to computing and information disciplines. <ul style="list-style-type: none">• The Basics of Economic Analysis• Production Possibilities and Opportunity Costs• Demand and Supply• Elasticity• Marginal Utility and Consumer Choice• Price Ceilings and Price Floors• Business Ownership and Organization: Proprietorships, Partnership Corporations• The Microeconomics of Product Markets• Costs of Production• Maximizing Profit• Identifying Markets and Market Structures• Price and Output in Monopoly, Monopolistic Competition, and Perfect Competition• Price and Output Determination Under Oligopoly• Antitrust and Regulation• Externalities, Market Failure, and Public Choice• The Microeconomics Of Factor Markets
---------------------------------------	---

	<ul style="list-style-type: none"> • Wage Rates in Competitive Labor Markets • Wages and Employment: Monopoly and Labor Unions • Interest, Rent, and Profit • Income Distribution and Poverty • The World Economy • International Trade • Exchange Rates, Balance of Payments, and International Debt • Economic Problems of Less-Developed Economies
b- Intellectual Skills	<p><u>By the end of the course, the student acquires high skills and an ability to understand:</u></p> <p>I7. Achieve judgments considering balanced costs, benefits, safety, quality, reliability, and environmental impact.</p>

c- Professional Skills	<p><u>By the end of the course the student will have the ability to:</u></p> <p>P2. Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems.</p> <p>P4. Apply computing information retrieval skills in computing community environment and industry.</p>														
d- General Skills	<p><u>Students will be able to:</u></p> <p>G1. Demonstrate the ability to make use of a range of learning resources and to manage one's own learning</p> <p>G3. Show the use of information-retrieval.</p> <p>G5. Exhibit appropriate numeracy skills in understanding and presenting cases involving a quantitative dimension.</p>														
4- Course Content	<table border="1"> <thead> <tr> <th>#</th> <th>CLO</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstrate an understanding, usage and application of basic economic principles</td> </tr> <tr> <td>2</td> <td>Describe and apply the methods for analyzing consumer behavior through demand and supply, elasticity and marginal utility</td> </tr> <tr> <td>3</td> <td>Understand the role of alternative property rights in resource allocation</td> </tr> <tr> <td>4</td> <td>Identify and appraise various models of how markets are organized, and the price and output decisions for maximizing profit</td> </tr> <tr> <td>5</td> <td>Know how markets that fail to use resources efficiently create unintended effects</td> </tr> <tr> <td>6</td> <td>Strengthen problem solving skills by applying economic criteria to business decisions, international trade and public policy</td> </tr> </tbody> </table>	#	CLO	1	Demonstrate an understanding, usage and application of basic economic principles	2	Describe and apply the methods for analyzing consumer behavior through demand and supply, elasticity and marginal utility	3	Understand the role of alternative property rights in resource allocation	4	Identify and appraise various models of how markets are organized, and the price and output decisions for maximizing profit	5	Know how markets that fail to use resources efficiently create unintended effects	6	Strengthen problem solving skills by applying economic criteria to business decisions, international trade and public policy
#	CLO														
1	Demonstrate an understanding, usage and application of basic economic principles														
2	Describe and apply the methods for analyzing consumer behavior through demand and supply, elasticity and marginal utility														
3	Understand the role of alternative property rights in resource allocation														
4	Identify and appraise various models of how markets are organized, and the price and output decisions for maximizing profit														
5	Know how markets that fail to use resources efficiently create unintended effects														
6	Strengthen problem solving skills by applying economic criteria to business decisions, international trade and public policy														
5- Teaching and Learning Methods	Lectures and sections.														

6- Teaching and Learning Methods for Students with Special Needs	<ul style="list-style-type: none"> • Students with special needs are requested to contact the college representative for special needs (currently Dr Hoda Mamdouh in room C504) • Consulting with lecturer during office hours. • Consulting with teaching assistant during office hours. • Private Sessions for redelivering the lecture contents. <p>For handicapped accessibility, please refer to program specification.</p>
7- Student Assessment:	
a- Procedures used:	Exams and classwork
b- Schedule:	Week 7 exam Week 12 exam Week 16 Final exam
c- Weighing of Assessment:	7 th week exam 30% 12 th week exam 20% Term work 10% Final exam 40%
8- List of References:	
a- Course Notes	From the Moodle on www.aast.edu
b- Required Books (Textbooks)	Fred M. Gottheil, <i>Principles of Microeconomics with Infotrac</i> , 4th ed., Thomson Learning, 2004
c- Recommended Books	
d- Periodicals, Web Sites, ..., etc.	

Course Instructor:

Head of Department:

Sign

Sign