

MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Principles of Economics		Module Delivery
Module Type	B		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	BA1102		
ECTS Credits	6		
SWL (hr/sem)	150		
Module Level	1	Semester of Delivery	1
Administering Department	Business Administration	College	SAUC
Module Leader	Hiba Yousif Abed	e-mail	hiba.youssuf@sa-uc.edu.iq
Module Leader's Acad. Title	Assistant Lecturer	Module Leader's Qualification	MBA
Module Tutor	Hiba Yousif Abed	e-mail	hiba.youssuf@sa-uc.edu.iq
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Scientific Committee Approval Date	2025 / 1/ 9	Version Number	1.0

Relation with other Modules			
العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Objectives أهداف المادة الدراسية	<ul style="list-style-type: none"> a. Providing students with the most important principles and basics of economics at the level of individual consumers, private institutions and application. b. Teaching students how to apply micro economics c. Providing graduates with the necessary knowledge on micro economics job in organizations. d. Improving the administrative skills in the field of micro economics. e. Providing graduates with the skills of education and creative learning.
Module Learning Outcomes مخرجات التعلم للمادة الدراسية	<ol style="list-style-type: none"> 1. Explain key concepts such as supply and demand, costs and benefits, prices, and markets, and analyze how economic factors influence individual and collective decision-making. 2. Use economic principles to interpret and analyze daily economic phenomena and various economic situations, identifying the roles of individuals, businesses, and government in the economy and their interactions. 3. Utilize economic analysis tools, such as graphs and equations, to solve economic problems and interpret the results. 4. Explain the definition of market demand and how it impacts prices and quantities, describe the law of demand, analyze how price influences quantity demanded, and draw and interpret the demand curve, including determining prices and quantities on this curve. Also, analyze how the demand curve shifts based on changes in influencing factors. 5. Identify factors affecting demand, such as income, tastes, and the prices of substitute and complementary goods. 6. Analyze how demand changes in response to changes in these factors. 7. Define price elasticity, income elasticity, and cross-elasticity of demand, calculate demand elasticity, and analyze its impact on pricing and marketing policies. 8. Explain the concept of marginal utility, how it is measured, and its influence on consumption decisions. Additionally, interpret how marginal utility affects consumer choices and use this concept to analyze individual consumer behavior. 9. Understand the concept of indifference curves, define them, represent them graphically, analyze their properties, and apply them in practical scenarios. 10. Analyze factors affecting supply, use the supply curve, measure supply elasticity, and analyze the interaction of supply and demand curves. 11. Understand the concept of market equilibrium, define it, and explain how it is achieved in an economy. 12. Explain the concept of production, its impact on the economy, the production process, and its different stages. Identify the main factors of production (land, labor, capital, and management) and their impact on production. 13. Understand costs and their types, explain various cost categories (fixed, variable, and total costs), and calculate costs in both the short and long run.

	<p>14. Define money, explain its basic characteristics, and describe its functions as a medium of exchange, a unit of account, a store of value, and a standard for deferred payments. Distinguish between different types of money, such as paper money, coins, electronic money, and cryptocurrency.</p> <p>15. Define national income, explain how it is measured, and highlight its importance to the national economy.</p>
Indicative Contents المحتويات الإرشادية	<p>Indicative content includes the following.</p> <p>a. Enabling students to acquire the skill and art of micro economics.</p> <p>b. Enabling students to apply creative thinking in micro economics.</p> <p>c. Enabling students to use modern methods of analysis and conclusions.</p> <p>d. Enabling students to for planning and thinking in solving economic and financial problems that focus administration and administrative systems on the personal level.</p> <p>Total hrs = 147 = SSWL - (Exam hrs) = 150 - 3 = 147 hr (Time table hrs x 15 weeks)</p>

Learning and Teaching Strategies استراتيجيات التعلم والتعليم	
Strategies	<ol style="list-style-type: none"> 1. Use lectures prepared in advance by the teacher. 2. Use modern projectors. 3. Homework. 4. The method of reports and studies. 5. Dividing students into groups for discussion. 6. Holding lectures on the Internet on classroom programs, FCC).

Student Workload (SWL) الحمل الدراسي للطلاب محسوب ل ١٥ اسبوعا			
Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل	63	Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعيا	7
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل	87	Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعيا	6
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل	150		

Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	1	10% (10)	8	LO #1, #2 and #10, #11
	Assignments	1	10% (10)	continuous	LO #3, #4 and #6, #7
	Seminars	1	10% (10)	continuous	All
	Report	1	10% (10)	12	LO #5, #8 and #10
Summative assessment	Midterm Exam	1hr	10% (10)	7	
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
المنهاج الاسبوعي النظري	
	Material Covered
Week 1	The importance of studying economics and its relationship to other sciences
Week 2	Basic concepts of economics
Week 3	Economics and the economic problem
Week 4	Demand theory: the concept of demand - the law and curve of demand
Week 5	Factors Affecting the Order Quantity and the Demand Function
Week 6	Demand elasticity: price elasticity of demand
Week 7	Midterm Exam
Week 8	Theories of consumer behavior: marginal utility theory

Week 9	Indifference curve theory
Week 10	Supply theory
Week 11	Market equilibrium
Week 12	Production theory
Week 13	Cost theory
Week 14	Economic Markets
Week 15	National income
Week 16	Final Exam

Delivery Plan (Weekly Lab. Syllabus) المنهاج الاسبوعي للمختبر	
	Material Covered
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	

Learning and Teaching Resources		
مصادر التعلم والتدريس		
	Text	Available in the Library?
Required Texts	Principles of Microeconomics / Dr. Karim Mahdi Al-Hasnawi	Yes
Recommended Texts	Principles of Microeconomics / Dr. Asaad Jawad Al-Attar Principles of Economic Knowledge / Dr. Hussein Omar	YES
Websites		

Grading Scheme				
مخطط الدرجات				
Group	Grade	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required
<p>Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				