



College/Institute/Centre : Management & Technology
Department of : Marketing & International Business

SESSION PLAN

***Lecture / Tutorial / Laboratory / Workshop**

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: E1111	Title: Microeconomics

SESSION PARTICULARS		
#: 1	Title: Economic problem and opportunity cost	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	The first lecture is an introduction to the term economics where the students need to learn essential economics perspectives: <ul style="list-style-type: none"> ▪ Economic problem ▪ Micro vs Macro Economics ▪ Opportunity Cost ▪ Applications of opportunity cost (individual, business and government)
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Prepared by :
 Designation
 Name Dr. Hala Fares
 Sign
 Date Fall 2011

Approved by :
 Designation
 Name Dr. Tarek Abdeen
 Sign
 Date

Lecture

Source Material

Text book

Supplementary Material

Educational Resources

White Board

Tutorial / laboratory / Workshop (Delete as required)



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COURSE PARTICULARS	
#: E1111	Title: Microeconomics

SESSION PARTICULARS		
#: 2	Title: Production possibility curves	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	In this part the analysis deals with the production conditions where each entity has limited resources or budget to contribute in the production process <ul style="list-style-type: none"> ▪ Application of scarcity and opportunity cost concepts on allocation of resources in a modern market economy. ▪ The choice between competing demands for scarce resources ▪ Interaction between production, employment and consumption decisions ▪ Market economy generally delivers outcomes desired by consumers ▪ Governments step in when markets fail in producing results that are required as successful
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COURSE PARTICULARS

#:	E111	Title:	Microeconomics
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SESSION PARTICULARS

#:	Title: Law of Supply	Hrs:	2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	After understanding the consumers purchase reflection (demand curve) only left to understand is the producer's production patterns by analyzing the supply curve: <ul style="list-style-type: none"> ▪ Supply law ▪ Factors that move the supply along the curve ▪ Factors that shift the supply curve
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COURSE PARTICULARS	
#: E111	Title: Microeconomics

SESSION PARTICULARS		
#: 5	Title: Market Equilibrium Demand and supply (equilibrium)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	<p>After understanding the demand and supply in this part we will learn how these forces interact together. Any market disturbances will lead to shortage or surplus which will affect the market negatively. Thus, it's of extreme importance to understand the equilibrium point and what are the strategies used to reach it</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 6	Title: Application on Demand and Supply Interactions	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Equilibrium point is dynamic rather than static. It is important to analyze the effect of different changes in demand and supply forces or external and internal shocks on the market equilibrium
	- Effect of shift in Demand on Equilibrium Price and market quantities
	- Effect of shift in Supply on Equilibrium Price and market quantities
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COURSE PARTICULARS

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SESSION PARTICULARS

#: 8	Title: Price ceiling and price floor Elasticity	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	In this lecture the main aim is to understand the government's interference in setting a maximum or minimum price to protect the market. This price strategy is called price ceiling / price floor . then, comes the elasticity PED, PES, income and cross elasticity.
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SESSION PARTICULARS

#:	9	Title:	Price elasticity of demand Supply, income and cross elasticity	Hrs:	2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	In this lecture the four types of elasticities will be analyzed: <ul style="list-style-type: none">▪ Calculating the PED▪ Pricing strategies to maximize revenues▪ Plotting the graphs▪ PES▪ Income elasticity▪ Cross elasticity
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#: E1111	Title: Microeconomics

SESSION PARTICULARS		
#: 10	Title: Consumers behaviour	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	This lecture analyzes the consumers' behaviour in terms of utility which is a tool to measure pleasure. The following topics were covered: <ul style="list-style-type: none">▪ Marginal utility calculation▪ Law of diminishing marginal utility▪ The consumers' consumption patterns▪ Consumer's maximum satisfaction▪ Plotting TU and MU curves
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COURSE PARTICULARS	
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SESSION PARTICULARS		
#: 11	Title: Producers behaviour	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	After tracing the consumer's consumption patterns it's time to analyze the producer's production patterns, the aim of any producer is to minimize the costs and maximize the profits and revenues. <ul style="list-style-type: none"> ▪ Calculations of marginal/average/total revenues, costs and profits ▪ Graphs of marginal/average/total revenues, costs and profits
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COURSE PARTICULARS

#:	EI111	Title:	Microeconomics
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SESSION PARTICULARS

#:	12	Title:	12 th week exam	Hrs:	2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Covers all material studied after the midterm
.....Exam During class time
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#: E111	Title: Microeconomics
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SESSION PARTICULARS

#: 13	Title: Markets	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	This lecture deals with the different market conditions in general in terms of costs, revenues and profits. (average / marginal / total)
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#:	EI111	Title:	Microeconomics
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SESSION PARTICULARS

#:	14	Title:	Perfect competition Monopoly	Hrs:	2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	This lecture handles these two market forms in specific in terms of costs, revenues and profits whether average, marginal or total.
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SESSION PARTICULARS

#: 16	Title:	final exam	Hrs:	2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	Final exam
.....All Inclusive - Date according to announced schedule
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