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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Applications and examples on lecture no.1 Multiple Choice Questions, and "True or False" regarding the essential economic perspectives: ▪ Economic problem ▪ Micro vs Macro Economics ▪ Opportunity Cost ▪ Applications of opportunity cost (individual, business and government)
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*2 Multiple Choice Questions, problems, cases, and True or False statements", regarding the production conditions to highlight the following: ▪ Modern market economy uses price signals to solve complex problems involved in producing goods and services that people want ▪ 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
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 3	Title: Applications on Absolute and comparative advantage	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*3 Multiple Choice Questions, problems, cases, and True or False statements", regarding the concepts of absolute and comparative advantage
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 4	Title: Applications on Demand-factors that move and shif	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*4 Multiple Choice Questions, problems, cases, and True or False statements" concerning the demand curve: ▪ Law of diminishing returns ▪ Factors that move the demand along the curve ▪ Factors that shift the demand curve
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 5	Title: Applications on Supply-factors that move and shif	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*5 Multiple Choice Questions, problems, cases, and True or False statements" regarding the producer's production patterns: ▪ Supply law ▪ Factors that move the supply along the curve ▪ Factors that shift the supply curve
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 6	Title: Applications on Demand and supply (equilibrium)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*6 Multiple Choice Questions, problems, cases, and True or False statements" regarding the interaction between supply and demand, and the market disturbances that lead to shortage or surplus which will affect the market negatively.
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 7	Title: revision	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	revision
…….	
….	
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 8	Title: Applications on Price ceiling and price floor / Applications on Elasticity	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*8I Multiple Choice Questions, problems, cases, and True or False statements", regarding the government's interference in setting a maximum or minimum price to protect the market. Also applications on the elasticity PED, PES, income and cross elasticity.
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 9	Title: Applications on Price elasticity of demand Applications on Supply, income and cross elasticity	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*9 Multiple Choice Questions, problems, cases, and True or False statements" regarding: ▪ Calculating the PED ▪ Pricing strategies to maximize revenues ▪ Plotting the graphs ▪ PES ▪ Income elasticity ▪ Cross elasticity
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*10 Multiple Choice Questions, problems, cases, and True or False statements" regarding: ▪ Marginal utility calculation ▪ Law of diminishing marginal utility ▪ The consumers' consumption patterns ▪ Consumer's maximum satisfaction ▪ Plotting TU and MU curves
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 11	Title: Applications on Producers behaviour	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*11 Multiple Choice Questions, problems, cases, and True or False statements" regarding the producer's production patterns. ▪ Calculations of marginal/average/total revenues, costs and profits ▪ Graphs of marginal/average/total revenues, costs and profits …… …… …… …… …… …… …… …… ……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 12	Title: Applications on Markets	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*12 Multiple Choice Questions, problems, cases, and True or False statements" that deals with the different market conditions in general in terms of costs, revenues and profits. (average / marginal / total)
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 13	Title: Applications on Perfect competition Applications on Monompoly	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	*Applications and examples on lecture no.*13 Multiple Choice Questions, problems, cases, and True or False statements" regarding the structure of costs, revenues and profits of firms operating under perfect competition and monopoly.
	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 14	Title: Applications on Shut down/continue conditions	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
…… …… …… …… ……	*Applications and examples on lecture no.*14 Multiple Choice Questions, problems, cases, and True or False statements" regarding: Monompoly ▪ Large number of producers ▪ The portion of the market is very small ▪ Products are homogenous ▪ Price-taker ▪ Information regarding production (know-how) is known to everyone ▪ Free entry and free exit ▪ No brandings	Perfect competition: ▪ Sole – one ▪ own market share ▪ no similar product ▪ price – setter ▪ secret of business ▪ market barriers
	The maximum profit in the market when MR = MC In perfect competition AR-MR-D In monopoly AR-D Shut down or continue? It depends on the variable cost, i.e. if the price is higher then the VC then the business should not shut down even if loosing, as if will achieve profits on the long run. But if the price is below VC then it is wise to shut down.	

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date

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

SESSION PLAN

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

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI111	Title: Microeconomics

SESSION PARTICULARS		
#: 15…	Title: Review all the sessions	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Multiple Choice Questions, problems, cases, and True or False statements" to review all course and course outline
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……
…….	……

Prepared by :
Designation
Name Dr.Ashraf Salah
Sign
Date

Approved by :
Designation
Name Dr. Khaled Hanafy
Sign
Date