

COURSE INFORMATION

School / Faculty:	PPD / SPACE	Page:	1 of 4
Program name:	Diploma in Technology Management Diploma in Technology Management (Accounting)		
Course code:	DDWG 1413	Academic Session/Semester:	2020/2021-1
Course name:	Principles of Microeconomics	Pre/co requisite (course name and code, if applicable):	NA
Credit hours:	3		

Course synopsis	This course is designed to expose students with basic concept of economics that consist of both theories and concepts in microeconomics. It will emphasize on the basic human problems as well as basic economics problem. It will discuss on theory of demand, theory of demand, elasticity of demand and supply, market equilibrium. In addition, the course outlines theory of consumer behaviour, theory of production and cost of production, market structures. At the end of the course, students should be able to differentiate the pricing strategies of perfect competition, monopoly market, monopolistic market and oligopoly market.			
Course coordinator (if applicable)	Pn. Syarifah Rabiyah Al Adawiah Bt Syed Badrul Hisham			
Course lecturer(s)	Name	Office	Contact	E-mail
	Mohd Azri Bin Johan	Level 3, Block H, UTMKL		m_azri@utmspace.edu.my


Mapping of the Course Learning Outcomes (CLO) to the Programme Learning Outcomes (PLO), Teaching & Learning (T&L) methods and Assessment methods:

No	CLO	PLO(Code)	*Taxonomies and **generic skills	T&L methods	***Assessment methods
CLO1	Explain the basic concept of microeconomics theories and problems.	PLO 1 (KW)	C2	Lecture, Active Learning	Q, T, F
CLO2	Apply microeconomics concepts and solutions in determining the market equilibrium, cost of production and market structures.	PLO2 (CG)	C3 TH1	Lecture, active learning	Q, T, Asg, F
CLO3	Use a range of digital applications to support presentation on domestic microeconomics issues.	PLO6 (DS)	A3 CS5	Active-learning	Asg, Pr

Refer *Taxonomies of Learning and **UTM's Graduate Attributes, where applicable for measurement of outcomes achievement
***T – Test; Q – Quiz; HW – Homework; Asg – Assignment; PR – Project; Pr – Presentation; F – Final Exam etc.

Details on Innovative T&L practices:

No	Type	Implementation
1	Active learning	Conducted through in-class activities
2	Activity-based learning	Conducted through assignments.

Prepared by: Name: Mohd Azri Bin Johan Signature:  Date: 18 th June 2020	Certified by: Name: Mohamad Shafie Abdul Rashid Signature: Date: 18 th June 2020
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Weekly Schedule:

Week 1	<ul style="list-style-type: none"> • Introduction to economic analysis (aim of economic analysis, assumptions, hypotheses and functional relationship) • Fundamental economic problem; scarcity, choice and opportunity cost • Decision making unit (objectives of households, owners of factors and firms)
Week 2	<ul style="list-style-type: none"> • Law of demand, factors that influence demand, changes in demand. • Law of supply, factors that influence demand, changes in supply. • The effect of changes in demand and supply
Week 3	<ul style="list-style-type: none"> • Price elasticity of demand and supply • Total revenue and elasticity of demand • Cross elasticity and income elasticity • Market and market equilibrium.
Week 4	<ul style="list-style-type: none"> • Consumer behaviour; marginal utility theory, the budget line, indifference curve; marginal rate of substitution, substitutes and complimentary goods
Week 5	<ul style="list-style-type: none"> • Consumption theory, substitution and income effects, consumption price line, normal, inferior and Giffen goods
Week 6	<ul style="list-style-type: none"> • Production: Production with one variable input; marginal and average product; • Production with two variable inputs; law of decreasing returns • Isoquant and the marginal rate of technical substitution.
Week 7	<ul style="list-style-type: none"> • Cost of production; type of cost, short run and long run cost of production. • Optimum combination of factors, economies and diseconomies scale.
Week 8	Mid Sem Break
Week 9	<ul style="list-style-type: none"> • Perfectly competitive market, objective of the firm, • Output and price in the short run and the long run • Efficiency and fairness of market, values, price and consumer surplus; • Cost price, and producer surplus
Week 10	<ul style="list-style-type: none"> • The analysis of competitive market; evaluating the effects of government policies (government intervention in markets); minimum price, price support, quota • Market power monopoly; Price Discrimination; monopoly regulation
Week 11	<ul style="list-style-type: none"> • Monopolistic competition; Indexes to identify monopolistic competition; output and price in the short run and the long run; advertising and branding
Week 12	<ul style="list-style-type: none"> • Oligopoly; Models including the kinked demand curve; • Collusion and prisoner's dilemma (Game Theory); Factor market introduction
Week 13	<ul style="list-style-type: none"> • Factor market: Factor price and the labour market (demand and supply) • Perfect competition and monopoly • Interest rate, rent and profit
Week 14	<ul style="list-style-type: none"> • Externality (negative and positive) and inefficiency • Private goods, public goods and common resources; the free rider problem
Week 15	Video Assignment Presentation

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Week 16	Revision Week
Week 17-19	Examination Week

Transferable skills (generic skills learned in course of study which can be useful and utilised in other settings):

Digital skills

Student learning time (SLT) details:

Distribution of Student Learning Time (SLT) by CLO	Teaching and Learning Activities						SLT
	Guided Learning (Face to Face) L: Lecture, T: Tutorial, P: Practical, O: Others				Guided Learning Non-Face to Face	Independent Learning Non-Face to face	
CLO	L	T	P	O			
CLO1	7h	2h		4h	4h	16h	31h
CLO2	21h	8h		8h	9h	18h	56h
CLO3				2h	5h	18h	25h
Total	28h	10h	0h	14h	18h	52h	112h

No.	Continuous Assessment	PLO (Code)	Percentage	SLT
1	Quiz 1 - 5	PLO1 (KW)	5	30m
2	Test 1	PLO1 (KW), PLO2 (CG)	10	1h30m
3	Test 2	PLO1 (KW), PLO2 (CG)	10	1h30m
4	Group assignment	PLO2 (CG), PLO6 (DS)	15	As in CLO2, CLO3 (10h)
Final Assessment				
1	Final Examination	PLO1 (KW), PLO2 (CG)	60	2h30m
Total SLT			100	120h

h: hours, m: minutes

Special requirement to deliver the course (e.g.: software, nursery, computer lab, simulation room):

Lecture room with computer and LCD

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Learning resources:

<p>Main reference: Paul Krugman, Robin Wells (2017). <i>Microeconomics</i> 5th Edition. Worth Publishers.</p> <p>Other references:</p> <ol style="list-style-type: none"> 1. Robert Pindyck, Daniel Rubinfeld (2017). <i>Microeconomics</i> 9nd Edition. Pearson Publishers. 2. Pindyek, Rubinfeld and Koh (2016) <i>Microeconomics and Asian Perspective</i>. Singapore; Prentice Hall. 3. Austan Goolsbee, Steven Levitt (2015). <i>Microeconomics</i> 2nd Edition. Worth Publishers. <p>Online https://utmspace.blackboard.com/</p>

Academic honesty and plagiarism:

<p>Assignments are individual tasks and NOT group activities (UNLESS EXPLICITLY INDICATED AS GROUP ACTIVITIES) Copying of work (texts, simulation results etc.) from other students/groups or from other sources is not allowed. Brief quotations are allowed and then only if indicated as such. Existing texts should be reformulated with your own words used to explain what you have read. It is not acceptable to retype existing texts and just acknowledge the source as a reference. Be warned: students who submit copied work will obtain a mark of zero for the assignment and disciplinary steps may be taken by the Faculty. It is also unacceptable to do somebody else's work, to lend your work to them or to make your work available to them to copy.</p>

Other additional information (Course policy, any specific instruction etc.):

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