

Institute of Administrative Sciences
Faculty of Business, Economics, and Administrative Sciences
University of the Punjab, Lahore
Course Outline



Programme	BS Management	Course Code	MGT-121	Credit Hours	3
Course Title	Introduction to Economics				
Course Introduction					
<p>This module is an introductory course in Economics, including introductory concepts in microeconomics and macroeconomics. The aim of this module is to give students, who may have no previous background in the subject, an understanding of basic economic theory and its applications.</p>					
Learning Outcomes					
<p>On completion of this module, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Explain the theory of the functioning of the markets. 2. Recognize how consumers make decisions based on their preferences and affordability 3. Recognize the internal and external constraints faced by firms and industries and how these influence production or cost structure. 4. Identify the main issues of macroeconomics and the different policies that can be used to achieve national objectives. 5. Discuss the international context in which an economy functions. 					
Course Content				Assignments/Readings	
Week 1-2	Unit – I: Preliminaries <ul style="list-style-type: none"> • The Themes of Microeconomics, Scarcity, and Economics • What is a Market? • Real versus Nominal Prices • Why Study Microeconomics? 				
Week 3-4	Unit – II: Consumer Choice <ul style="list-style-type: none"> • Cardinal Approach/Utility Analysis and Ordinal Approach of Consumer Behavior • Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility • Consumer Equilibrium, Indifference Curves, Features of Indifference Curves • Budget Line, Consumer Equilibrium. Comparative Statics 				
Week 5-7	Unit – III: The Basics of Demand & Supply <ul style="list-style-type: none"> • Demand and Supply, The Market Mechanism, Changes in Market Equilibrium, • Price Elasticity of Demand and Price Elasticity of Supply • Point versus Arc Elasticities, Price 				

	<ul style="list-style-type: none"> Elasticity and Total Expenditure Cross-Price Elasticity of Demand, Income Elasticity of Demand. 	
Week 8-9	Unit – IV: Cost Theory <ul style="list-style-type: none"> Measuring Cost: Which Costs Matter? Costs in the Short Run, Costs in the Long Run Long Run versus Short Run Cost Curves. 	
Week 10-12	Unit – V: Market Structures <ul style="list-style-type: none"> Maximization and Competitive Supply Market Power: Monopoly, Monopolistic Competition. 	
Week 13-14	Unit – VI: National Income <ul style="list-style-type: none"> Definition and concept of national income Measures of national income: Gross Domestic Product (GDP) and Gross National Product (GNP) and other measures Computation of national income: Product, Income and Expenditure approaches Circular flow of income, Nominal versus Real income, Per capita income and the standard of living. 	
Week 15-16	Unit – VII: Components of Aggregate Demand <ul style="list-style-type: none"> The Concept of Open and closed economy models Concept of aggregate markets: Product, Money, Labor, and Capital markets Components of aggregate demand: Consumption, Investment, and Government spending Income and expenditure identities. Money and Monetary policy, Fiscal Policy. 	

Textbooks and Reading Material

- Pindyck, R. S., & Rubinfeld, D. L. (2017). Microeconomics (9th ed.), London: Pearson Publishers.
- Morgan, W., Katz, M. L., & Rosen, H. S., (2009). Microeconomics (European ed.). McGraw-Hill Higher Education.
- Mankiw, N.G. (2020). Principles of Economics (9th ed.). Cengage Learning
- Miller, R. L. (2013). Economics Today (17th ed.). Pearson.
- Samuelson, P.A., and Nordrons, W.D. (2019), Economics (20th edition), McGraw-Hill India.

Teaching Learning Strategies

This course makes use of interactive teaching and learning strategies which engage students to promote critical and reflective thinking, research and evaluation skills that will help them become better learners and enhance their skill set. Students will use personal and social capability to collaboratively work with others in learning activities, appreciate their own strengths and abilities and those of their peers, enabling

them to develop a range of interpersonal skills such as communication, negotiation, teamwork, leadership and an appreciation of diverse perspectives.

Assignments: Types and Number with Calendar

Will be decided by the course instructor

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.