



**SCHOOL OF ECONOMICS, FINANCE & BANKING  
UUM COLLEGE OF BUSINESS  
SEMESTER A202**

No.	Information on Course									
1.	Course Name : <b>MICROECONOMICS</b>									
2.	Course Code: <b>BEEB2013</b>									
3.	Name(s) of Academic Staff: <ul style="list-style-type: none"> <li>▪ <b>ASSOC. PROF. DR BAKTI HASAN BASRI</b></li> <li>▪ <b>DR. NORMIZAN BAKAR</b></li> <li>▪ <b>DR. RUHAIDA SAIDON</b></li> <li>▪ <b>YM CHE ENSKU MANSOOR BIN CHE ENSKU ISMAIL</b></li> <li>▪ <b>MRS. AZNITA BINTI SAMSI</b></li> </ul>									
4.	Rationale for the inclusion of the course in the programme: This is one of the core courses offered to students of B.Sc. (Econ.) (Hons).									
5.	Semester/Year Offered: Second Semester/Year One									
6.	Total Student Learning Time (SLT)	Face to face					Online Learning		SLPA	TLT
7.	TL = Traditional Lecture T = Tutorial P = Practical SCL/O = Student Centered Learning/Others A = Assessment OL= Online Learning OA = Online Assessment SLPA= Self Learning Preparation and Assessment TLT = Total Learning Time	TL	T	P	SCL/O	A	OL	OA	69	120
		22			7	5	13	4		

8.		Credit Value: 3
9.		Pre-requisite (if any): BEEB1013 Principles of Economics
10.		Objective of the Course : After completing this course, students should be able to grasp the basic understanding of microeconomic concepts and theories, and be able to relate these knowledge to solve economic issues and problems.
11.		Course Learning Outcomes: Upon completion of the course, students are able to: <ul style="list-style-type: none"> <li>i. explain the basic concepts and theories in microeconomics through graphical and simple mathematical approach in order to solve economic problems. (C2)</li> <li>ii. present orally the report that applies microeconomics concepts, theories, and models to the real-world situations. (C3, A2)</li> <li>iii. demonstrate ethical behaviour. (C3, A3, P5)</li> </ul>
12.		Transferable Skills: Knowledge, values and ethics, and communication skills.
13.		Teaching-learning and assessment strategy: Mixed method between teacher-centred and student-centred.
14.		Synopsis: This course provides students with basic economic theories that are essential in microeconomics. Among them are demand and supply theories, consumer behaviour theory, production and cost theories, and market structures. Methods used in discussing these theories include table, graph, and elementary mathematics. Lectures also touch on the applicability of these theories in real life environment.
15.		Mode of Delivery: This course will be conducted in the forms of lectures, online teachings and assignments.
16.		Assessment Methods and Types: <ul style="list-style-type: none"> <li>i. Coursework (60%): <ul style="list-style-type: none"> <li>- Quizzes: Quiz 1 (10%) Quiz 2 (10 %)</li> <li>- Group assignment (30%) : LOC3c (Writing 10%), LOC3c (Verbal Communication 10%) LOC5 (Value &amp; attitudes 10%)</li> <li>- Online Exercise 1 (25%)</li> <li>- Online Exercise 2 (25%)</li> </ul> </li> </ul>
17.	Mapping of the course/module to the Programme Aims	
	<b>Programme Aims</b>	<b>Course Learning Outcomes</b>

		<b>1</b>	<b>2</b>	<b>3</b>					
	The aims of Bachelor of Economics (Honours) are to produce graduates with a broad knowledge of economics, good analytical skills, as well as inculcating positive personal characteristics.	/	/	/					
18.	Mapping of the course/module to the Programme Learning Outcomes								
	<b>Programme Learning Outcomes</b>	<b>Course Learning Outcomes</b>							
		<b>1</b>	<b>2</b>	<b>3</b>					
	To explain the concepts and theories related to economics.	/							
	To apply the concepts, tools, and techniques of economics.								
	To demonstrate interaction skills with society and stakeholders.								
	To satisfy the relevant professional ethical code of conduct.			/					
	To communicate effectively in oral and writing, possess leadership skills and be able to work in groups at any levels.		/						
	To analyse critically for effective decision making.								
	To utilise economic knowledge and ICT skills for lifelong learning process.								
	To demonstrate managerial skills and entrepreneurial thrust.								
19.	Content outline of the course/module and the SLT per topic								
	<b>Topics</b>	<b>Learning Outcomes</b>	<b>Face to Face</b>				<b>OL</b>	<b>SL</b>	<b>TLT</b>
			<b>TL</b>	<b>T</b>	<b>P</b>	<b>SCL/O</b>			
<b>1.0 INTRODUCTION</b>									
1.1 The themes of Microeconomics									

1.2 Important concepts in Microeconomics	1,2,3	2				1	3	6
<b>2.0 DEMAND AND SUPPLY</b>								
2.1 Demand and supply analyses	1,2,3	3			1	2	6	12
2.2 Market mechanism								
2.3 Changes in market equilibrium								
2.4 Elasticity of supply and demand								
2.5 Short-run versus long-run elasticity								
2.6 Effects of government intervention – price control								
<b>3.0 CONSUMER BEHAVIOR</b>								
3.1 Consumer preference	1,2,3	3			1	2	6	12
3.2 Budget constraints								
3.3 Consumer choice								
3.4 Marginal utility and consumer choice								
<b>4.0 INDIVIDUAL AND MARKET DEMAND</b>								
4.1 Individual demand	1,2,3	2				1	3	6
4.2 Income and substitution effects								
4.3 Market demand								
4.4 Consumer surplus								
<b>5.0 PRODUCTION</b>								
5.1 The technology of production	1,2,3	2				1	3	6
5.2 Production with one variable input (labour)								
5.3 Production with two variable inputs								
5.4 Returns to scale								
<b>6.0 PRODUCTION COSTS</b>								
6.1 Measuring costs	1,2,3	3			1	2	6	12
6.2 Cost in the short-run								
6.3 Cost in the long-run								
6.4 Short-run versus long-run cost curves								
6.5 Economies of scale								
6.6 Economies of scope								
<b>7.0 PERFECTLY COMPETITIVE MARKET</b>								
7.1 Definition and characteristics	1,2,3	3				2	1	6
7.2 Profits maximization								
7.3 Marginal revenue, marginal cost, and profit maximization								

7.4	Output determination in the short-run								
7.5	The competitive firm's short-run supply curve								
7.6	The short-run market supply curve								
7.7	Output determination in the long-run								
7.8	The industry's long-run supply curve								
7.9	Consumer and producer surpluses								
7.10	Market evaluation – minimum and maximum prices and price supports								
<b>8.0 MONOPOLY</b>									
8.1	Definition and characteristics								
8.2	Monopoly power								
8.3	Sources of monopoly power	1,2,3	3		1	2	6	12	
8.4	The social costs of monopoly power, price discriminations, and regulation								
8.5									
<b>9.0 MONOPOLISTIC MARKET</b>									
9.1	Monopolistic competition								
9.2	Determination of output and price	1,2,3	1		1		2	4	
9.3	Economic efficiency								
<b>10.0 OLIGOPOLY</b>									
10.1	Definition and characteristic of oligopoly								
10.2	Equilibrium in the oligopolistic market (Nash Equilibrium)	1,2,3				1	1	2	
			22			7	13	42	84

Student Learning & Assessment		Face to Face	Online Learning	Online Assessment	SLPA	TLT
Course Delivery and Preparation		34.0	13.0		42.0	84.0
Coursework	60%	2.5		4.0	16.0	22.5
Final Examination	40%	2.5			11.0	13.5

Total Notional Hours	34.0	13.0	4.0	69.0	120
Credit Hours	3				

**Main Reference:**

Pindyck, R.S. & Rubinfeld, D.L. (2017). *Microeconomics*. 9<sup>th</sup> ed. (Global ed.). Pearson Education Limited.

Perloff J. M. (2016). *Microeconomics*. 7<sup>rd</sup> ed. (Global ed.) Pearson Education Limited.

**Additional References:**

Mankiw, N.G., Goh, S.K., Yen, S.H., Muszafarshah Mohd Mustafa, & Ong, H.B. (2012). *Principles of Economics, Malaysian ed.* Kuala Lumpur: Cengage Learning

Mankiw, N.G. (2009). *Principles of microeconomics*. 5<sup>th</sup> ed. New York: Harcourt College Publishers.

Perloff, J.M. (2009). *Microeconomics*, 5<sup>th</sup> ed. New York: Pearson.

Frank, R.H. & Parker, I.C. (2007). *Microeconomics and behavior*. 3<sup>rd</sup> ed. New York: Mc Graw Hill.