**Business Economics**

**Second Semester ( Bologna)**

**Asst.Lec. Shirin Jamal**

**Academic Year: 2022-2023**

**Course Book**

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| **S. No.** | **Information** | **Details** |
|  | **Course Name** | Business Economics |
|  | **Course Code** | 0BA03 |
|  | **Lecturer In-charge** | Full-Time |
|  | **College/Department** | Administration and Economics/ Business Administration |
|  | **Contact Information** | Shirin.jamal@lfu.edu.krd |
|  | **Time (in hours) per Week** | 3 Hours |
|  | **Office Hours** | Sundays from 12 pm to 14 pm |
|  | **Teacher’s Academic Profile** | She completed a bachelor's degree in Business Administration at Cihan University-Erbil, in 2014. Afterward, she obtained her master's degree at Salahaddin University in 2019. Currently, she is the Head of the Department of Health Administration in the College of Administration and Economics at Lebanese-French University since 2020 to the present. Along with her duties, she is studying for PhD in Business Administration at moment.  https://staff.lfu.edu.krd/faculty/shirin.jamal |
|  | **Academic Title** | Asst.Lecturer |
|  | **Keywords** | Economics, Microeconomics, Macroeconomics, Demand, Demand curve, Supply, Supply curve, |
|  | * **Course Overview:** * Economics is a theory about concepts such as demand, supply, cost, price etc. When we integrate such concepts about economics with business practice it is known as Business Economics or Managerial Economics. The aim is to use these economic tools to aid in the decision-making process of a business. Business economics is a field of economics that deals with issues such as **business** organization, management, expansion, and strategy. Studies include how and why corporations expand, the impact of entrepreneurs, the interactions between corporations, and the role of governments in regulation. We can say business Economics covers most of the problems that a manager or establishment faces. Hence, the scope of business economics is wide. Since a firm can face internal/operational as well as external and/or environmental issues, there are different economic theories applicable to them. [Microeconomics](https://www.toppr.com/guides/economics/microeconomics-and-macroeconomics/introduction-to-microeconomics/) helps with internal or operational issues whereas macroeconomics is applied to external or environmental issues. | |

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| **12.** | **Aims & Objective:**  The main aim of studying this module is:   1. To provide students with integrated management abilities in different operational areas that enable them to address international issues both in the field and in the company’s marketing, financial and strategic management. 2. To introduce students to the basic elements of commerce and economics. 3. To render capable students to identify various market structures relevant to commercial transactions and their impact on business decisions. 4. To illustrate what elements are considered while policy and decision-making at the strategic level.   To analyze operations of markets under varying competitive conditions and make optimal business decisions. |
| **13.** | **Course Requirement: Core Course** |
| **14.** | **Teaching and Learning Method:** |
| **15.** | **Assessment Scheme:**   1. Assignment and presentation %10 2. Quiz %5 3. Scientific expedition %10 4. Group work %10 5. Midterm %15 6. Poster %10 7. Final exam %40 |
| **16.** | **Students Learning Outcome:**  **By the end of the course, students should be able to describe and define:**   1. Students will be able to understand and identify the economic variables in the general business atmosphere. 2. Students will perceive the knowledge about Economics at the Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function, and the Law of Variable Proportion. 3. Learners will comprehend the relationship between various policies of the business.   Students will accomplish the identical Short Run and Long Run Equilibrium of a firm and industry and also about different market structures and various pricing techniques |
| **17.** | **Course Reading List and References**  Course Reading List and References:   1. [**https://www.toppr.com/guides/business-economics/introduction-to-business-economics/scope-of-business-economics/**](https://www.toppr.com/guides/business-economics/introduction-to-business-economics/scope-of-business-economics/) 2. ier.org/article/the-difference-between-micro-and-macro-economics/?gclid=CjwKCAjwrJ-hBhB7EiwAuyBVXWADQDJZSfV8E4b2xC\_fxEF6txdMOJmA4FKNemNELXDkuZc |
| **18.** | **Course Content** |

**Course Content**

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| **S. No.** | **Lecture Week** | **No. of Hours** | **Topics** |
| 1. | Week 1 | 3 | An overview of the subject, and the Chapter view |
| 2. | Week 2 | 3 | Preparing reports and presentation |
| 3. | Week 3 | 3 | Economics, Business Economics, applications and characteristics, and scops |
| 4. | Week 4 | 3 | Problem-solving |

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| 5. | Week 5 | 3 | Importance of business economics, Significance of business economics |
| 6. | Week 6 | 3 | Demand, quiz |
| 7. | Week 7 | 3 | Change in quality demand, shifts in demand. |
| 8. | Week 8 | 3 | Midterm exam |
| 9. | Week 9 | 3 | Reasons for Downward Sloping Demand Curve, |
| 10. | Week 10 | 3 | Reasons for Downward Sloping Demand Curve, |
| 11. | Week 11 | 3 | Supply |
| 12. | Week 12 | 3 | Poster presentation |
| 13. | Week 13 | 3 | Scientific expedition |
| 14. | Week 14 | 3 | Course review |
| 15. | Week 15 | **Final Examination** | |

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| **19.** | **Examinations:**   1. **Open-Book exam** 2. **Critical thinking exam** 3. **quiz** |
| **20.** | **Course Policy:**   * There will be many activities going on throughout the course period in order to ensure and guarantee the learning outcomes. Therefore, students are expected to pay full attention and participate in all classroom activities in order to maximize their learning and understanding. |
| **21.** | **Note:**   * Seek help from the lecturer or your classmates whenever you need to. * Time spent in learning is never wasted, however, make sure that you make it enjoyable. * Keep a personal notebook to write down your notes in the lectures. Don’t rely on your friend’s notes as each one of you is different and has different learning approaches. |