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|-------------------------------|---------|--|--------------------|----------------|------|--|
| Course Unit Code              | TCS2112 | Course Unit Title  | Business Economics |                |      |  |
| Credits                       | 2       | Lectures (Hr)/week   | 30                 | Pre-requisites | None |  |
| GPA/NGPA                      | GPA     | Assignments (Hr)   | 03                 |                |      |  |
| Course Unit Objectives        |         | The subject has the following objectives: <ul style="list-style-type: none"><li>• To introduce students to the principles, concepts, and techniques of economic theory</li><li>• To understand consumer behavior</li><li>• To understand firm behavior</li><li>• To understand how to apply economic principles to a range of policy questions.</li><li>• To introduce students to the role that economic factors can play in influencing managerial decision-making processes.</li></ul>  |                    |                |      |  |
| Course Unit Learning Outcomes |         | Upon successful completion of the course, students will be able to:<br><b>LO1:</b> Understand that economics is about the allocation of scarce resources, that scarcity forces choice, trade-offs exist and that every choice has an opportunity cost. Demonstrate these concepts using a production possibility frontier diagram.<br><b>LO2:</b> List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price.<br><b>LO3:</b> Understand the role of prices in allocating scarce resources in market economies and explain the consequences of price controls.<br><b>LO4:</b> Analyse different types of market structures |                    |                |      |  |
| Course Content                |         | <ul style="list-style-type: none"><li>• Economics for Business Decisions: Scarcity; Opportunity cost; Basic economic decisions; Positive vs. normative analysis.</li><li>• Production possibilities: Resources, technology and production possibilities, Production possibilities curve</li><li>• The Demand and Supply analysis: Theory of Demand; Elasticity of Demand; Estimating Demand Functions; Demand Forecasting. Theory of Supply; Elasticity of Supply; Market equilibrium; Price ceilings and floors and controls.</li><li>• Productions and Cost: Theory of Production; Analysis of Costs.</li></ul>  |                    |                |      |  |

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|  | <ul style="list-style-type: none"> <li>• Macroeconomics – GDP, Unemployment, Inflation, and Interest rate.</li> <li>• International Trade</li> </ul>  |
| <b>Method of Assessment</b>                    | <ul style="list-style-type: none"> <li>• <b>Continuous assessment : 20%</b></li> <li>• <b>Mid semester Examination : 20%</b></li> <li>• <b>Semester End Examination : 60%</b></li> </ul>  |
| <b>Necessary Conditions to pass the Module</b> | <ul style="list-style-type: none"> <li>• Earn at least 50% of marks from Continuous Assessments.</li> <li>• Minimum of 80% attendance for the classes.</li> </ul>   |
| <b>References</b>                              | <ul style="list-style-type: none"> <li>• Mankiw Gregory N. (2006). Principle of Microeconomics, 4th edition, South Western, New York.</li> <li>• John Sloman, Dean Garratt, Alison write (2012). Economics, 8th Edition, Pearson.</li> <li>• Lipesy Richard G and Harbury Colin, (2004) First Principles of Economics, Oxford : Oxford University Press</li> <li>• Stiglitz Joseph E. and Carl E. Walsh (2006). Economics, Fourth Edition, W.W.Norton &amp; Co., New York.</li> </ul> |

## Lesson Plan

| Week  | Dep.             | Learning activity/topic            | Description   | Teaching/assessment Method | Learning Outcomes |
|---|------------------|------------------------------------|---|----------------------------|-------------------|
| 1<br>Jan 19 <sup>th</sup>                       | ICT              | Introduction to Business Economics | Define Economics, Basic concepts of Economics, Basic Economic Decisions, Normative and Positive Economics | 2hrs. L                    | LO1               |
| 2<br>Jan 22 <sup>nd</sup> – 26 <sup>th</sup>    | ET/BST           | Introduction to Business Economics | Define Economics, Basic concepts of Economics, Basic Economic Decisions, Normative and Positive Economics | 2hrs. L                    | LO1               |
|   | ICT              | Production Possibility Curve       | Define PPF, Resources, Conditions, Different types of PPE.  | 2hrs. L                    | LO1               |
| 3<br>Jan 29 <sup>th</sup> – Feb 2 <sup>nd</sup> | ET/BST           | Production Possibility Curve       | Define PPF, Resources, Conditions, Different types of PPE.  | 2hrs. L                    | LO1               |
|   | ICT              | Demand and Supply Analysis 1       | Theory of Demand, Estimating Demand functions, graphical and tabular presentations                        | 2hrs. L                    | LO1               |
| 4<br>Feb 5 <sup>th</sup> – 9 <sup>th</sup>      | ET/BST           | Demand and Supply Analysis 1       | Theory of Demand, Estimating Demand functions, graphical and tabular presentations                        | 2hrs. L                    | LO1               |
|   | ICT              | Demand and Supply Analysis 2       | Theory of Supply, Estimating Supply functions, graphical and tabular presentations, Market equilibrium    | 2 hr. L                    | LO2               |
| 5<br>Feb 12 <sup>th</sup> – 16 <sup>th</sup>    | ET<br>BST<br>ICT | Quiz 01                            | Introduction to Business Economics<br>Production Possibility Curve<br>Demand, & Supply                    | In-Class                   | LO1               |

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|--|---------------------------|--|--|-----------------|------------------------------|
| 6<br>Feb 19 <sup>th</sup>                            | ET/BST                    | Demand and Supply<br>Analysis 2                        | Theory of Supply,<br>Estimating Supply functions,<br>graphical and tabular<br>presentations, Market<br>equilibrium                                       | 2 hr. L         | LO2                          |
| 7<br>Feb 26 <sup>th</sup><br>– Mar 1 <sup>st</sup>   | ET<br>BST<br>ICT          | Government<br>Intervention in the<br>Market 1          | Changes in Market<br>Equilibrium, Buffer Stocks,<br>and Price ceilings.  | 2hrs. L         | LO2                          |
| <b>8<br/>Mar 4<sup>th</sup><br/>– 8<sup>th</sup></b> | <b>ET<br/>BST<br/>ICT</b> | <b>Mid Semester<br/>Examination</b>                    | <b>Introduction to Business<br/>Economics<br/>Production Possibility<br/>Curve<br/>Demand, Supply, &amp;<br/>Equilibrium<br/>Government Intervention</b> | <b>1hr</b>      | <b>LO1,<br/>LO2,<br/>LO3</b> |
| 9<br>Mar 11 <sup>th</sup><br>– 15 <sup>th</sup>      | ET<br>BST<br>ICT          | Government<br>Intervention in the<br>Market 2          | Changes in Market<br>Equilibrium, Taxation, and<br>Subsidies.  | 2hrs. L         | LO2                          |
| 10<br>Mar 18 <sup>th</sup><br>– 22 <sup>nd</sup>     | ET<br>BST<br>ICT          | Production and Cost<br>1                               | Theory of Production, Short<br>term and long term,<br>Production Curves.   | 2 hrs. L        | LO2, LO3                     |
| 11<br>Mar 25 <sup>th</sup>                           | ET/BST                    | Production and Cost<br>2                               | Cost classification, Cost<br>curves, Cost Analysis, and<br>concepts  | 2hr L           | LO3, LO4                     |
| 12<br>Apr 1 <sup>st</sup> –<br>5 <sup>th</sup>       | ET/BST                    | Consumer<br>Behaviour and<br>Utility<br>Maximization 1 | Consumer Behaviour, Total<br>Utility, Marginal Utility,<br>Utility Curves  | 2hrs. L, SGD    | LO3, LO4                     |
|  | ICT                       | Production and Cost<br>2                               | Cost classification, Cost<br>curves, Cost Analysis, and<br>concepts  | 2hr L           | LO3, LO4                     |
| <b>April<br/>5<sup>th</sup></b>                      | <b>ET<br/>BST<br/>ICT</b> | <b>Group Assignment</b>                                | <b>Submission</b>  |                 | <b>LO3,<br/>LO4</b>          |
| 13<br>Apr 8 <sup>th</sup>                            | ET/BST                    | Consumer<br>Behaviour and<br>Utility<br>Maximization 2 | Consumer Behaviour, Total<br>Utility, Marginal Utility,<br>Utility Curves  | 2hrs. L, SGD    | LO4                          |
| 14<br>Apr 22 <sup>nd</sup><br>– 26 <sup>th</sup>     | <b>ET/BST</b>             | <b>Quiz 02</b>   | <b>Up to Consumer Behaviour<br/>and Utility Maximization</b>   | <b>In-Class</b> | <b>LO2,<br/>LO3,<br/>LO4</b> |

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|---|------------|---|---|-----------------|----------------------|
|   | ICT        | Consumer Behaviour and Utility Maximization 1 | Consumer Behaviour, Total Utility, Marginal Utility, Utility Curves | 2hrs. L, SGD    | LO3, LO4             |
| 15 Apr 29 <sup>th</sup> – May 3 <sup>rd</sup> | ET/BST     | Macroeconomics                                | GDP, Unemployment, Inflation, Interest Rate                         | 2hrs. L, SGD    | LO4                  |
|   | ICT        | Consumer Behaviour and Utility Maximization 2 | Consumer Behaviour, Total Utility, Marginal Utility, Utility Curves | 2hrs. L, SGD    | LO4                  |
|   | <b>ICT</b> | <b>Quiz 02</b>                                | <b>Up to Consumer Behaviour and Utility Maximization</b>            | <b>In-Class</b> | <b>LO2, LO3, LO4</b> |
| May 6 <sup>th</sup> – 10 <sup>th</sup>        | ET/BST     | International Trade                           | Absolute advantage and Comparative advantage Theory, Exchange rate. | 2hrs. L, SGD    | LO4                  |
|   | ICT        | Macroeconomics                                | GDP, Unemployment, Inflation, Interest Rate                         | 2hrs. L, SGD    | LO4                  |
|   |            | International Trade                           | Absolute advantage and Comparative advantage Theory, Exchange rate. | 2hrs. L, SGD    | LO4                  |

### **Holidays**

February 23<sup>rd</sup> – Friday

March 29<sup>th</sup> – Friday

April 12<sup>th</sup> – Friday (New Year Vacation)