

Subject Description Form

Subject Code	AF1605
Subject Title	Introduction to Economics
Credit Value	3
Level	1
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	None
Role and Purposes	This subject enables students to analyze business problems by applying conceptual frameworks drawn from economics; understand better how value is created in goods and services and delivered to users (BBA Outcomes 8).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: (a) Appraise the issues and value created in the allocation of resources for individual economic agents and the economy as a whole (BBA Outcome 8); (b) Conduct economic analysis of the behavior of firms and markets; (c) Evaluate the issues relating to the macroeconomy and analyze the effectiveness of government economic policy.
Subject Synopsis/ Indicative Syllabus	<p>The Scope of Economic Analysis Concept of scarcity and opportunity cost. Nature of economic science. Relation with other subject disciplines. Cost and benefit analysis.</p> <p>Demand, Supply and the Price Mechanism The law of demand. Elasticity of demand. The law of supply. Production and cost. Price control.</p> <p>Market Structure Perfect competition. Monopoly. Oligopoly. Market failure.</p> <p>National Income Accounting and Determination Major macroeconomic issues. Concepts and approaches to national income accounting. Aggregate expenditure and national income determination.</p> <p>Fiscal Policy and Monetary Policy Roles of government spending and taxation. Demand for money. Banking system and the money creation process. Determination of interest rate. Central banking and monetary policy. Inflation and unemployment.</p> <p>The International Economy International exchange and gains from trade. The foreign exchange market and alternative exchange rate systems.</p>

<p>Teaching/Learning Methodology</p>	<p>Lectures focus on the introduction and explanation of key economic concepts, with specific reference to current economic issues wherever appropriate. Students will acquire the core knowledge to achieve the intended learning outcomes through attending the lecture.</p> <p>Tutorials provide students with the opportunity to deepen their understanding of the concepts taught in lectures and to apply the theories to the analysis of real-life economic issues. The activities in tutorials include student presentations and discussions of problem set questions and case studies. The core knowledge acquired in the lecture will be further reinforced for a better achievement of the intended learning outcomes.</p>																																																																													
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="492 573 1503 1245"> <thead> <tr> <th data-bbox="492 573 824 741" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="824 573 971 741" rowspan="2">% weighting</th> <th colspan="6" data-bbox="971 573 1503 674">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="971 674 1060 741">a</th> <th data-bbox="1060 674 1149 741">b</th> <th data-bbox="1149 674 1239 741">c</th> <th data-bbox="1239 674 1328 741"></th> <th data-bbox="1328 674 1417 741"></th> <th data-bbox="1417 674 1503 741"></th> </tr> </thead> <tbody> <tr> <td data-bbox="492 741 824 808">Continuous Assessment</td> <td data-bbox="824 741 971 808">50%</td> <td data-bbox="971 741 1060 808">✓</td> <td data-bbox="1060 741 1149 808">✓</td> <td data-bbox="1149 741 1239 808">✓</td> <td data-bbox="1239 741 1328 808"></td> <td data-bbox="1328 741 1417 808"></td> <td data-bbox="1417 741 1503 808"></td> </tr> <tr> <td data-bbox="492 808 824 875">Presentation</td> <td data-bbox="824 808 971 875">10%</td> <td data-bbox="971 808 1060 875">✓</td> <td data-bbox="1060 808 1149 875">✓</td> <td data-bbox="1149 808 1239 875">✓</td> <td data-bbox="1239 808 1328 875"></td> <td data-bbox="1328 808 1417 875"></td> <td data-bbox="1417 808 1503 875"></td> </tr> <tr> <td data-bbox="492 875 824 942">Written report</td> <td data-bbox="824 875 971 942">15%</td> <td data-bbox="971 875 1060 942">✓</td> <td data-bbox="1060 875 1149 942">✓</td> <td data-bbox="1149 875 1239 942">✓</td> <td data-bbox="1239 875 1328 942"></td> <td data-bbox="1328 875 1417 942"></td> <td data-bbox="1417 875 1503 942"></td> </tr> <tr> <td data-bbox="492 942 824 1010">Mid-term test</td> <td data-bbox="824 942 971 1010">20%</td> <td data-bbox="971 942 1060 1010">✓</td> <td data-bbox="1060 942 1149 1010">✓</td> <td data-bbox="1149 942 1239 1010"></td> <td data-bbox="1239 942 1328 1010"></td> <td data-bbox="1328 942 1417 1010"></td> <td data-bbox="1417 942 1503 1010"></td> </tr> <tr> <td data-bbox="492 1010 824 1115">Attendance and participation in tutorial</td> <td data-bbox="824 1010 971 1115">5%</td> <td data-bbox="971 1010 1060 1115">✓</td> <td data-bbox="1060 1010 1149 1115">✓</td> <td data-bbox="1149 1010 1239 1115">✓</td> <td data-bbox="1239 1010 1328 1115"></td> <td data-bbox="1328 1010 1417 1115"></td> <td data-bbox="1417 1010 1503 1115"></td> </tr> <tr> <td data-bbox="492 1115 824 1182">Final Examination</td> <td data-bbox="824 1115 971 1182">50%</td> <td data-bbox="971 1115 1060 1182">✓</td> <td data-bbox="1060 1115 1149 1182">✓</td> <td data-bbox="1149 1115 1239 1182">✓</td> <td data-bbox="1239 1115 1328 1182"></td> <td data-bbox="1328 1115 1417 1182"></td> <td data-bbox="1417 1115 1503 1182"></td> </tr> <tr> <td data-bbox="492 1182 824 1245">Total</td> <td data-bbox="824 1182 971 1245">100 %</td> <td colspan="6" data-bbox="971 1182 1503 1245"></td> </tr> </tbody> </table> <p data-bbox="492 1283 1503 1350">To pass this subject, students are required to obtain Grade D or above in both the Continuous Assessment and Examination components.</p> <p data-bbox="492 1381 1503 1449">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="492 1480 1503 1682">The continuous assessment components include presentation of problem set questions, written report on problem set questions and mid-term test. Students are assigned with certain problem set questions and are required to explain and elaborate the answers in class and in written format. This will allow the instructors to observe and assess individual student's achievement of a particular learning outcome based on the coverage of the assigned problem set questions.</p> <p data-bbox="492 1713 1503 1780">Test and examination are used to gauge how much students have understood the overall subject contents and to assess students' achievement of all learning outcomes.</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c				Continuous Assessment	50%	✓	✓	✓				Presentation	10%	✓	✓	✓				Written report	15%	✓	✓	✓				Mid-term test	20%	✓	✓					Attendance and participation in tutorial	5%	✓	✓	✓				Final Examination	50%	✓	✓	✓				Total	100 %						
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Total	100 %																																																																													
<p>Student Study Effort</p>	<p>Class contact:</p>																																																																													

Expected	▪ Lecture	26 Hrs.
	▪ Tutorials	13 Hrs.
	Other student study effort:	
	▪ Self study and homework preparation	78 Hrs.
	Total student study effort	117 Hrs.
Reading List and References	Robin Bade and Michael Parkin, Foundation of Economics, Pearson, latest edition. Michael Parkin, Economics, Pearson, latest edition. Robert H. Frank and Ben S. Bernanke, Principle of Economics, McGraw Hill, latest edition. N. Gregory Mankiw, Principles of Economics, South-Western, latest edition.	