

SHORT COURSE DETAILS
ECO101-MC Principles of Microeconomics

1. Name of Series

Business Degree Programme

2. Name of Course

Principles of Microeconomics

3. Synopsis of Course (60-word limit)

This module focuses mainly on how individual households and firms make decisions and the interactions of these decision makers in the resource and goods markets. It also provides insights into the reasons and the effects of government intervention (regulations and taxes) on the economy and on various groups in society.

4. For Whom

- a. Students with UEC, STPM and other pre university qualifications
- b. Students from other institutions
- c. Part time students

5. Course Outcomes (100-word limit)

By the end of the course, students will be able to:

- a. Explain the concepts , models and theories related to the study of microeconomics
- b. Discuss the application of microeconomics analysis and tools use by the market agents and government to make economic decisions and solving economic problems and the consequences related to their actions.
- c. Write a group assignment based on a given topic related to microeconomic issues.

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases, role playing and tutorials. Online assessment.

7. Duration of Course

4 weeks' course

2 - 3 hours per week.

Cumulative learning 4 credit hrs for the total course

8. Level of Course & Microcredential Credit Value, if any

Degree/4 credit hours per subject

9. Course Outline

- a. Ten Principles of Economics
- b. Thinking Like an Economist
- c. Interdependence and Gains from Trade
- d. The Market Forces of Supply and Demand and the theory of consumer choice
- e. Elasticity and Its Application
- f. Supply, Demand, and Government Policies
- g. Consumers, Producers, and the Efficiency of Markets
- h. Externalities
- i. The Costs of Production
- j. Firms in Competitive Markets(1)
- k. Firms in Competitive Markets(2)
- l. Monopoly
- m. Monopolistic Competition
- n. Oligopoly

10. Short Bio of Trainer/s (50-word limit)

Lecturer: **K Chandra Sakaran**

BEcon(Agri & Res Econ)Hons(UKM), MTech Mgmt(HRD) (UTM)

Mr. K Chandra Sakaran a Senior Lecturer in the Faculty of Business, Economics, and Accounting at HELP University. He has been in the education industry for more than 30 years. An educator who can convey ideas, motivate, and foster a positive learning environment in which students can realize their maximum potential. His teaching and research areas include Economics and Finance.