

Course Description Form

Course Description

The Business Economics course aims to provide students with a comprehensive understanding of basic economic concepts and how they are applied in a business context. The course covers several key topics including economic principles, market analysis, costs, production and economic decisions.

1. Educational institution	Imam Jaafar Al-Sadiq University / College of Administrative and Financial Sciences
2. Academic department/center	Business Administration
3. Course name/code	Business Economics 2
4. Available forms of attendance	In-person
5. Semester/year	Second Course 2024/2025
6. Number of study hours (total)	30 Hours
7. Date this description was prepared	10/1/2024

8. Course objectives

1. Understanding Basic Economic Principles:

-Enable students to understand economic concepts such as supply and demand, cost, and price.

2. Market Analysis:

-Develop skills in analyzing the labor market and understanding the dynamics of competition and different markets.

3. Enhancing Decision Making Ability:

-Teaching students how to make informed decisions based on economic analysis.

4. Applying Economic Concepts in Business:

-Linking theory to practical application through case studies and exercises.

5. Understanding the Impact of Economic Policies:

-Analyzing the impact of government and economic policies on business and the market.

6 .Risk and Return Assessment:

-Teaching students how to evaluate the risks associated with economic and business decisions.

7 .Enhancing Critical Thinking:

- Developing critical and analytical thinking skills to solve economic problems.

10. Course outcomes, teaching, learning and assessment methods

A- Cognitive objectives

1 -Understanding economic concepts:

-Define basic terms such as supply, demand, cost, price, and monopoly.

2 .Market analysis:

-Identify different types of markets (perfect competition, monopoly, etc.) and understand their dynamics.

3 .Economic policies:

-Understand the impact of government policies on the economy and business operations.

4 -Economic indicators:

- Know how to use economic indicators such as GDP and unemployment rate to analyze business performance.

B - Course specific skill objectives.

1 .Economic data analysis:

-Develop data analysis skills and use economic analysis tools.

2 .Decision making:

-The ability to make informed decisions based on economic analysis and available information.

3 .Problem solving:

-Apply economic concepts to solve real business problems.

4 .Effective communication:

-Improve oral and written communication skills by providing economic analyses.

5 .Critical thinking:

- Enhance critical thinking skills to analyze information and deeply evaluate economic issues.

C- Affective and Value Objectives

Affective Objectives:

1 .Developing critical thinking: Encouraging students to analyze and evaluate economic information objectively.

2 .Promoting social awareness: Understanding the impact of economic decisions on society and the environment.

3 .Appreciating teamwork: Enhancing the ability to work within teams to achieve common goals.

4 .Stimulating creativity: Encouraging innovation in solving economic problems.

Value Objectives:

1 .Promoting ethical values: Understanding the importance of ethics in making economic decisions.

2 .Developing a sense of responsibility: Enhancing awareness of the importance of making sustainable and responsible decisions.

3 .Encouraging integrity: Enhancing the importance of transparency and integrity in business.

4 .Respecting diversity: Appreciating cultural and social differences and their impact on the economy.

Teaching and learning methods

.1Lectures:

-Introducing basic concepts through interactive lectures.

.2Case Studies:

-Analyzing real-life case studies to enhance deep understanding of practical applications.

.3Group Discussions:

-Encouraging discussions among students to enhance critical thinking and exchange of ideas.

.4Practical Exercises:

-Implementing applied exercises to improve analytical skills.

.5Research and Projects:

-Assigning students research projects to enhance independent learning.

Evaluation methods

.1Tests:

-Assessing theoretical understanding through semester tests.

.2Semester work:

-Assigning students semester work related to specific topics.

.3Group projects:

-Assessing the ability to work within a team through group projects.

.4Presentations:

-Measuring communication skills through students presenting their projects.

.5Class participation:

-Assessing active participation in class discussions and group discussions.

10. Course Structure

week	Watches	Required learning outcomes	Unit name/topic	Teaching method	Evaluation method
1	2	Understanding and applicability	The concept of price and its determinants	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
2	2	Understanding and applicability	Pricing Policies Under Different Market Models and Management Decisions	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
3	2	Understanding and applicability	Pricing methods	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
4	2	Understanding and applicability	Price discrimination policies and decisions	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the 	Through the tasks assigned to the student, such as daily preparation, daily, oral,

				<p>students</p> <ul style="list-style-type: none"> -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	<p>monthly and written exams, and reports.</p>
5	2	Understanding and applicability	Profit concepts	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	<p>Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.</p>
6	2		First exam		
7	2	Understanding and applicability	Profit theories	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	<p>Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.</p>
8	2	Understanding and applicability	Determinants of profits	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	<p>Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.</p>
9	2	Understanding and	Profit strategy and profit	<ul style="list-style-type: none"> -Lectures -Discussion and 	<p>Through the tasks assigned</p>

		applicability	determination principles	mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. Preparing - worksheets on selected topics	to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
10	2	Understanding and applicability	Prices and pricing policies of projects and the meaning and importance of forms of production concentration	-Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. Preparing - worksheets on selected topics	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
11	2	Understanding and applicability	Producers Union and its forms	-Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. Preparing - worksheets on selected topics	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
12	2		Second exam		
13	2	Understanding and applicability	Project integration	-Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. Preparing - worksheets on	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, .and reports

				selected topics	
14	2	Understanding and applicability	Multinational corporations and the concept, importance and functions of the performance evaluation process	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.
15	2	Understanding and applicability	Foundations and stages of the performance evaluation process and evaluation criteria	<ul style="list-style-type: none"> -Lectures -Discussion and mutual dialogue between the professor and the students -Providing model answers to exam questions. -Homework. -Preparing worksheets on selected topics 	Through the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, and reports.

11. Infrastructure

1- Required textbooks	A.M. Salem Abdul Hussein and Dr. Murad Faleh Murad - Business Economics - Third Edition 2023
2- Main references (sources)	Dr. Jamal Dawood Salman and Dr. Rabie Al-Hashemi - Administrative Economics - Bayt Al-Hikma - Baghdad
A- Recommended books and references (scientific journals, reports,)	<p>Dr. Mahmoud Al-Wadi and Dr. Ahmed Al-Assaf and others - Administrative Economics - Dar Al-Masarra - Amman - 2010.</p> <p>Dr. Sayed Kasab and Dr. Muhammad Fahmy Ali - Fundamentals of Administrative Economics - Center for Development of Studies and Research - Cairo University - 2009</p> <p>Dr.Kazem Jassim Al-Issawi - Administrative Economics - Dar Al-Masarra - Amman - 2008.</p> <p>Dr. Ayman Saleh Fadel - Administrative Economics - King Abdulaziz University - 2010</p>

B- Electronic references, Internet sites

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12. Curriculum Development Plan

There are some suggestions for developing the Business Economics course:

1 .Introducing new topics

- Digital economy: studying the impact of technology on business.
- Sustainability: how to integrate sustainability principles into business strategies.
- Innovation and entrepreneurship: enhancing students' innovation skills.

2 .Enhancing practical learning

- Real-world case studies: using case studies from real companies to analyze economic decisions.
- Applied projects: assigning students projects that require applying economic concepts in real situations.

3 .Diversifying teaching methods

- Active learning: using methods such as group discussions, workshops, and simulations.
- E-learning: integrating electronic platforms to enhance self-learning.

4 .Developing interactive study materials

- Business simulation: using programs that simulate business decisions and their impact on the economy.
- Periodic newsletters: preparing a newsletter containing the latest economics and business news.

5 .Providing workshops and training courses

- Inviting experts: organizing workshops with specialists in the fields of economics and business.
- Training specific skills: such as analyzing financial data or marketing strategies.

6 .Multiple assessments

- Continuous assessment: using periodic short tests and projects to enhance understanding.
- Group assessments: Encourage group work on projects to enhance collaboration skills.

7 .Promote critical thinking

- Discussions on contemporary economic issues: Motivate students to think critically about current events.
- Data analysis: Teach students how to analyze economic data and draw conclusions.

8 .Provide additional resources

- Digital library: Include academic articles, books, and online educational resources.
- Reading lists: Direct students to important books and articles in the field of business economics.