

Ministry of Higher Education and Scientific Research

Scientific Supervision and Evaluation Authority

Quality Assurance and Academic Accreditation Department

## Academic Program Description Form for Colleges and Institutes

### For the year 2024/2025

University: University of the Heirs of the Prophets (PBUH)

College/Institute: College of Management and Economics

Academic Department: Business Administration Department

File completion date: 1//2025

Signature: Name

Signature: Name

of Scientific Assistant: Asst. Prof. Dr. Fahd Mughmeish Al Shamari Date:

of the Head of Department: Assistant Professor Dr. Hamad Jameed Al-

Ahmadani Date:

The file was checked by the

Quality Assurance and University Performance Division.

Name of the Director of the Quality Assurance and University Performance Division:

Date

Signature

## Dean's approval

Prof. Dr. Awad Kazim Al-Khalidi

## Academic Program Description

The Business Economics course aims to provide students with basic economic concepts and their application in the business environment to make rational decisions. The course focuses on analyzing the behavior of consumers and firms, studying markets, and evaluating economic policies that affect the business environment.

College of Management and Economics / University of Warith Al-Anbiya (PBUH)	<b>.1 Educational institution</b>
Business Administration	<b>.2 Scientific Department / Center</b>
Business Economics	<b>.3 Course name</b>
Live attendance in classrooms	<b>.4 Available forms of attendance .5</b>
quarterly	<b>The academic system: Annual / Courses / Others 6.</b>
2 hours	<b>Number of study hours</b>
1/9/2024	<b>.7 Date of preparation of the</b>
<b>description .8 Course objectives:</b>	
-1 Understand the basic principles of economics and apply them in a business context.	
-2 Analyzing supply and demand and determining prices in competitive and monopolistic markets.	
-3 Evaluating the impact of economic policies on corporate performance and administrative decision-making.	
-4 Use economic analysis tools to make effective strategic decisions.	
-5 Applying the concepts of microeconomics and macroeconomics in the business environment.	

<b>.9 A. Course outcomes, teaching, learning and evaluation methods.</b>
<p>After completing this course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concepts of economics and their applications in the business environment.</li> <li>2. Analyze the relationship between supply and demand and its impact on price determination.</li> <li>3. Identify the types of markets (perfect competition, monopoly, monopolistic competition, oligopoly)</li> </ol> <p style="text-align: right;">And its impact on corporate behavior.</p>

<b>B - Subject-specific skill objectives :</b> 1. Analytical and	
economic skills. 2. Problem-solving and decision-making skills. 3. Quantitative and technical skills. 4. Communication and presentation skills. 5. Critical and creative thinking skills. 6. Negotiation and strategic decision-making <b>skills C - Thinking skills :</b> 1. Critical	
thinking skills. 2. Analytical thinking skills. 3. Strategic thinking skills. 4. Creative thinking skills. 5. Economic problem-solving skills. 6. Systematic thinking skills <b>Teaching and learning methods</b>	
1. Interactive lectures • Present economic concepts in a clear manner using presentations and class discussions. • Use stimulating questions to encourage student interaction.	
.2 Problem-Based Learning (PBL) • Presenting real economic problems for students to analyze and suggest practical solutions. • Enhancing critical thinking and decision-making skills.	
.3 Case Studies • Analyze practical cases of real companies and markets to understand the applications of economics in the business environment. • Discuss the impact of economic factors on corporate decisions	
.4 Blended Learning • Combining traditional learning with e-learning through platforms such as Moodle and Blackboard. • Providing video lectures and digital resources to support self-learning <b>Assessment Methods</b> Short tests and	
participation in	
discussions Monthly exams Final exams <b>Main References (Sources)</b>	
Managerial Economics / Dr. Mahdi Sahar	

.11 Infrastructure	
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Evaluation method	Teaching method	the topic	Required learning outcomes	Watches	The week
Short test	Interactive lecture	Introduction to Managerial Economics	Understand the basic concepts of managerial economics and its role in decision-making	2	1
Analytical report	Discussions Safiya	The importance of the facility and administrative functions	Understanding the role of the establishment in the economy and the importance of administrative functions in organizing work	2	2
Written test	Short test	Economic Theory and Business Economics	Applying the principles of economics in management and analyzing the relationship between them	2	3
Worksheet	Group	Short-run production function and the law of diminishing returns	Analysis of the relationship between inputs and outputs in the short run	2	4
Practical test	discussion math exercises	Long-run production function	Comparison between short-term and long-term production and determination of production efficiency	2	5
Practical test	Math exercises	Short-run production costs	Calculating and analyzing production costs and their impact on management decisions	2	6
Practical test	Math exercises	Long-run production costs	Long-run production cost analysis and financial decision making	2	7
Practical test	Math exercises	Break-even analysis and the concept of break-even point	Identifying the break-even point and using it in decision making	2	8
Practical test	Math exercises	economies of scale	Understand the impact of production expansion on costs and economic efficiency	2	9
Short test	Interactive lecture	The concept of price and its determinants	Analysis of price-setting mechanisms in the market and the effects on supply and demand	2	10
Short test	Interactive lecture	Profit concepts	Calculating and analyzing profit in different business environments	2	11
Short test	Interactive lecture	Profit Theories	Comparing different theories of profits	2	12
Short test	Discussions Safiya	Determinants of profits	Identifying the factors that determine profits	2	13
Short test	Discussions Safiya	Profit Strategy	Explaining the profit strategy	2	14
Short test	Class discussions	Basis for determining profits	Developing the basis for determining profits	2	15

#### 11. Curriculum development plan The

curriculum development plan for the subject of managerial economics may include the following points:

1. Content update: - Adding modern topics such as digital economy, behavioral economics, and the impact of technology on management decisions. - Including real-life case studies from different sectors to enhance practical application.
- .2 Improving the educational methodology:
  - Use interactive teaching methods such as group discussions, workshops, and problem solving.

- Relying on technology such as virtual classrooms and e-learning platforms.

.3 Strengthening the practical aspect:

- Including practical projects that require analysis of economic data and making administrative decisions. -

Organizing field visits to companies or institutions to link theory with practice.

4. Student assessment:

- Diversifying assessment tools to include traditional tests, presentations, and research projects. To measure the ability to

From memory. analyze and make decisions instead of

- the focus

.5 Developing students' skills: -

Enhancing critical thinking and economic analysis skills. - Training

students to use analytical tools such as statistical and economic programs.

6. Cooperation with experts: -

Hosting lecturers from experts in the field of economics and management to enrich the content. - Cooperation

with academic and industrial institutions to continuously update the course.

.7 Review and evaluate the course periodically:

- Student and faculty feedback to identify strengths and weaknesses. - Collect

developments in the field of managerial economics. Update our course

This plan aims to make the course more effective and relevant to the needs of the labor market and modern developments in administrative economics.