

### Description of Course Unit

Course unit title	Introduction to Business Economics
Course unit code	VS191103
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	
Semester/trimester when the course unit is delivered	1 <sup>th</sup>
Number of ECTS credits allocated	4.8
Name of lecturer(s)	Brodjol Sutijo and Dwi Endah Kusriani
Learning outcomes of the course unit	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>- Understand the economic policies implemented in society</li> <li>- Explain the concept of Consumer Preference</li> <li>- Reduce demand, supply and application curves</li> <li>- Calculate production and production costs</li> <li>- Understand market structure and calculate market and company (industry) balance</li> <li>- Determine prices and factors of production</li> <li>- Understand market mechanisms and government policies including national income and economic growth</li> </ul>
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Economic Policy</li> <li>2. Consumer Preference</li> <li>3. Supply and demand curve</li> <li>4. Cost Production</li> <li>5. Structure and equilibrium market</li> <li>6. Price and Production factors</li> <li>7. Mechanism market and Government policy</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Sukirno, Sadono, "Mikro Ekonomi : Teori Pengantar", Edisi ketiga, Divisi Buku Perguruan Tinggi, PT Raja Grafindo Persada, Jakarta. 2016</li> <li>2. Sukirno, Sadono, "Makro Ekonomi : Teori Pengantar", Edisi ketiga, Divisi Buku Perguruan Tinggi, PT Raja Grafindo Persada, Jakarta, 2016</li> <li>3. Dominick Salvatore, "Theory and Problems of Microeconomic Theory", 3<sup>rd</sup> edition (Schaum Series), McGraw-Hill, New York, 1995</li> <li>4. Mansfield, Edwin, Micro-Economics: Theory and application, 6<sup>th</sup> edition, Norton &amp; Co, New York, 1988</li> </ol>
Planned learning activities and teaching methods	Presentation and discussion
Language of instruction	Indonesian Language and English

Assessment methods and criteria

Assignment, Quiz, Midterm Exam and Final Exam

