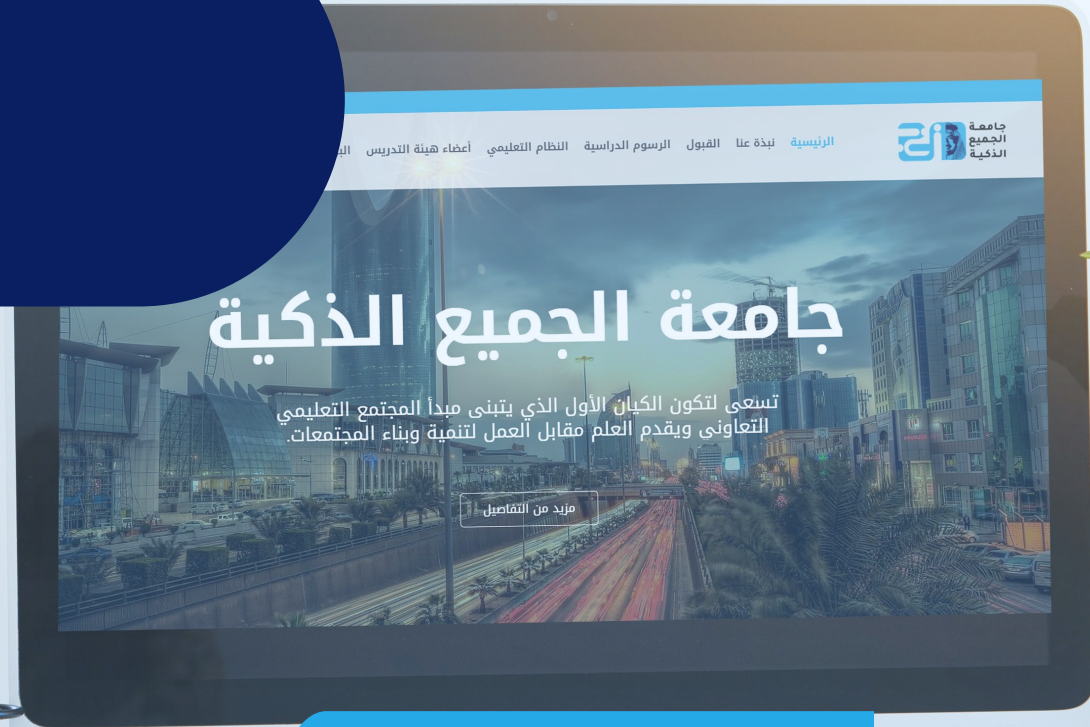


Introduction to Economics

Prepared & presented by:
Dr. Myriam ZORGUI



Course
Introduction

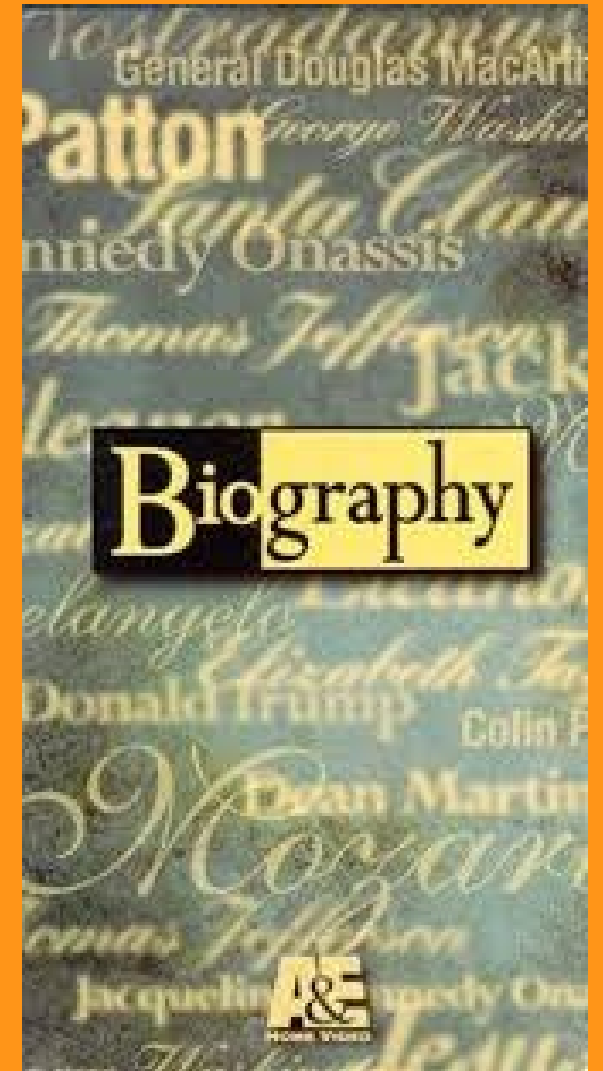


جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

About Me..

PART I

BIBLIOGRAPHY

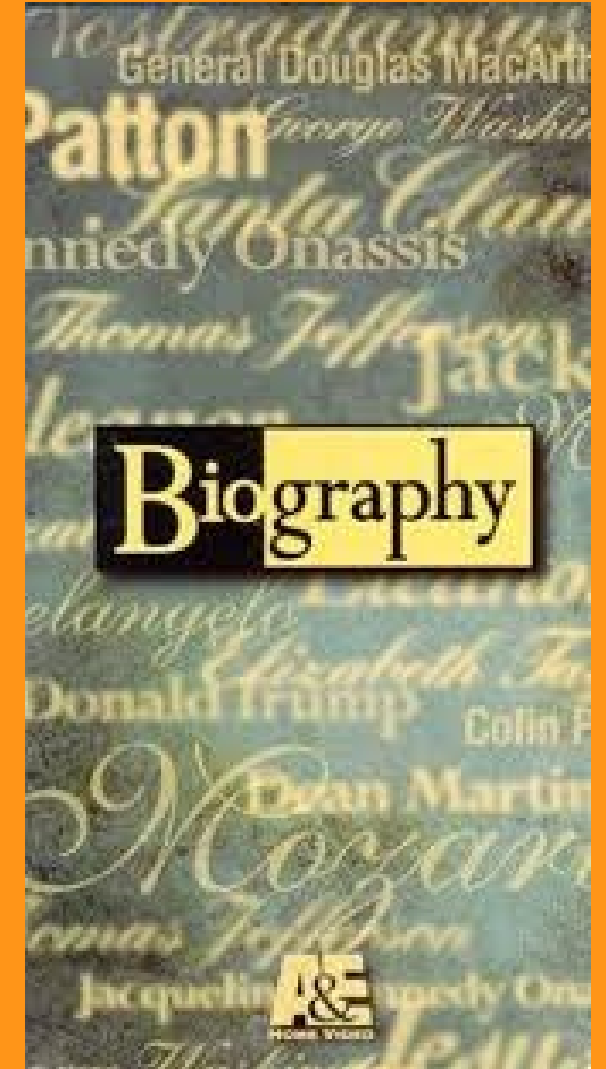


About Me..

Biography

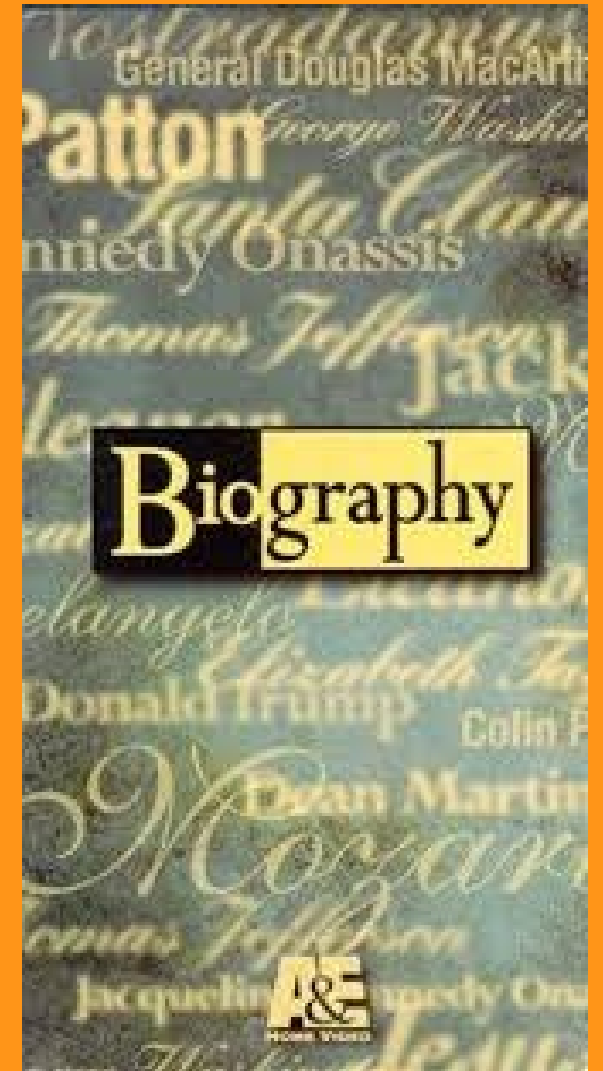
Doctor

Myriam ZORGUI



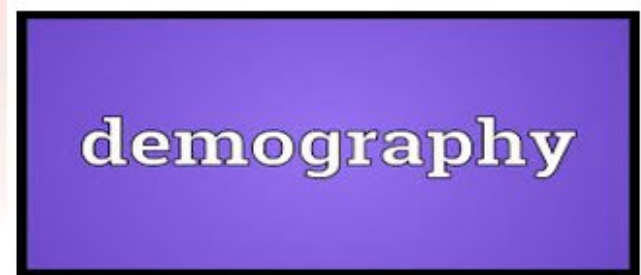
جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

- In progress: Professional PhD in Sustainable Development and Corporate Social Responsibility
- 2016: PhD in Economics
- 2004: Diploma of Advanced Studies in Demography
- 1999: Bachelor degree in Finance
- 1995: Baccalaureate Diploma in Experimental Sciences





BUSINESS\$



PART II



A top-down view of a wooden desk. In the upper center, there is a green calculator. To the left, a pair of black-rimmed glasses lies on the desk. Several white papers are scattered around, some partially overlapping. The wood grain of the desk is clearly visible.

Welcome to the wonderful
world of economics. Everything
precious in life has a cost.

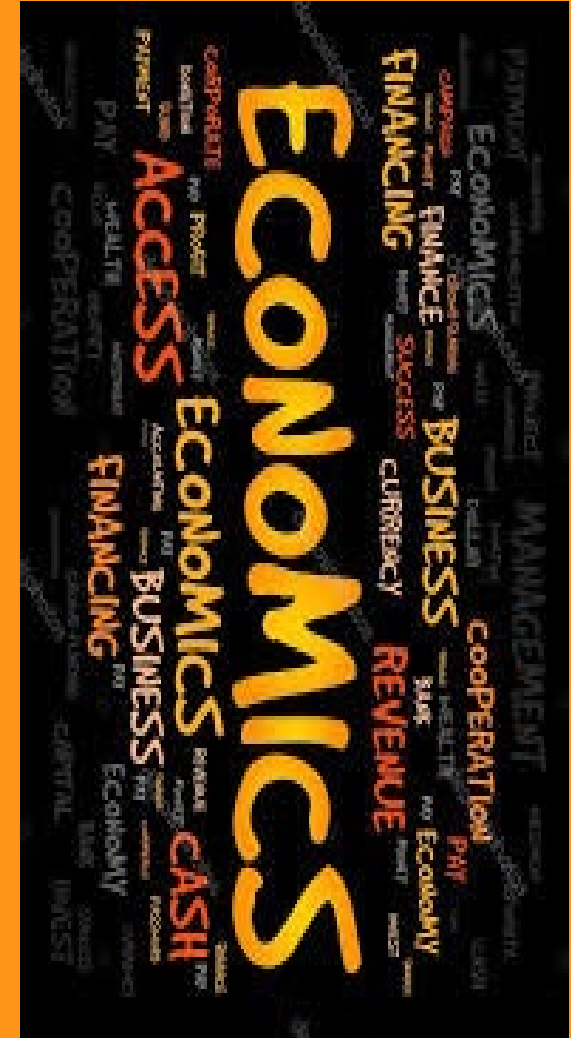
Peter Roberts

What is Economics?



1- What Is Economics?

- Economics can be defined in a few different ways.
- It's the study of **scarcity**, the study of how people use **resources** and respond to incentives, or the study of **decision-making**.
- It often involves topics like **wealth** and **finance**, but it's not all about money.
- Economics is a broad discipline that helps us understand **historical trends**, interpret **today's headlines**, and make **predictions** about the coming years.



1- What Is Economics?

Related subjects:

Economics regularly overlaps with many other subjects:

Cultural economics

Economic History

Economics and anthropology

Economics and biology

Economics and mathematics

Economics and philosophy

Economics and physics

Economics and politics

Economics and sociology

Economic geography

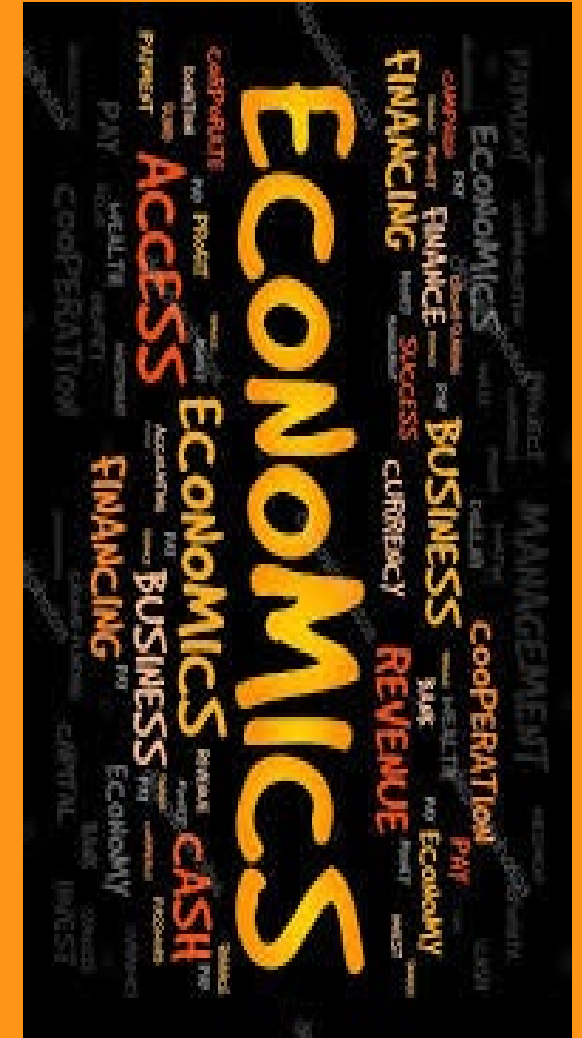
Family economics

Institutional economics

Law and economics

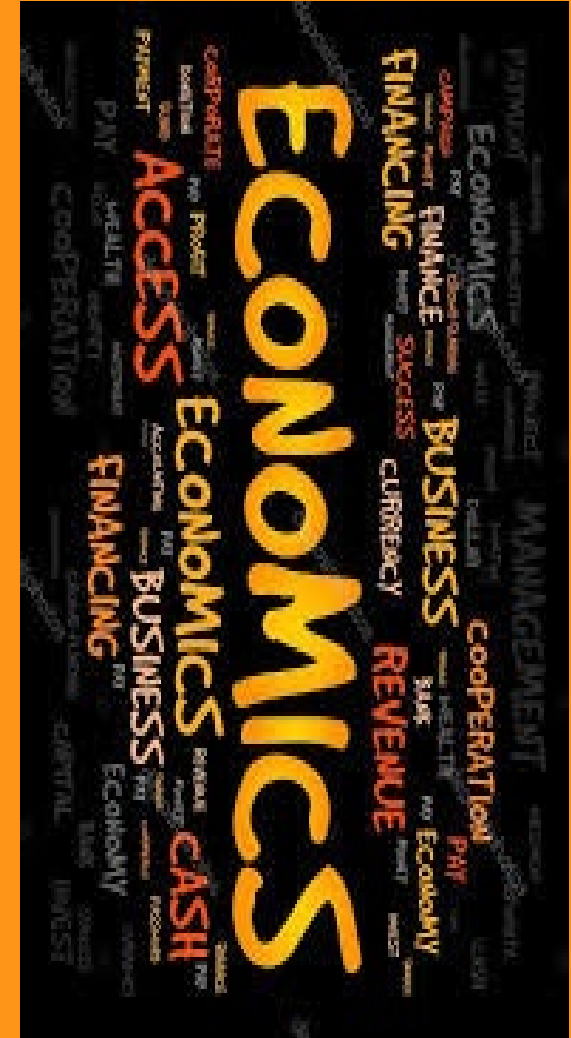
Economics and psychology

Energy economics



1- What Is Economics?

- Economics is commonly split into two parts: microeconomics and macroeconomics.
- **Microeconomics** examines the **behaviour of single economic agents** and the way these agents interact in the marketplace along with the outcomes of their interactions.
- **Macroeconomics** examines the **behaviour of the economy at an aggregate level.**



1- What Is Economics?

Factors that
influence individual
economic choices

Labor
Economics

Decisions of
individual
firms

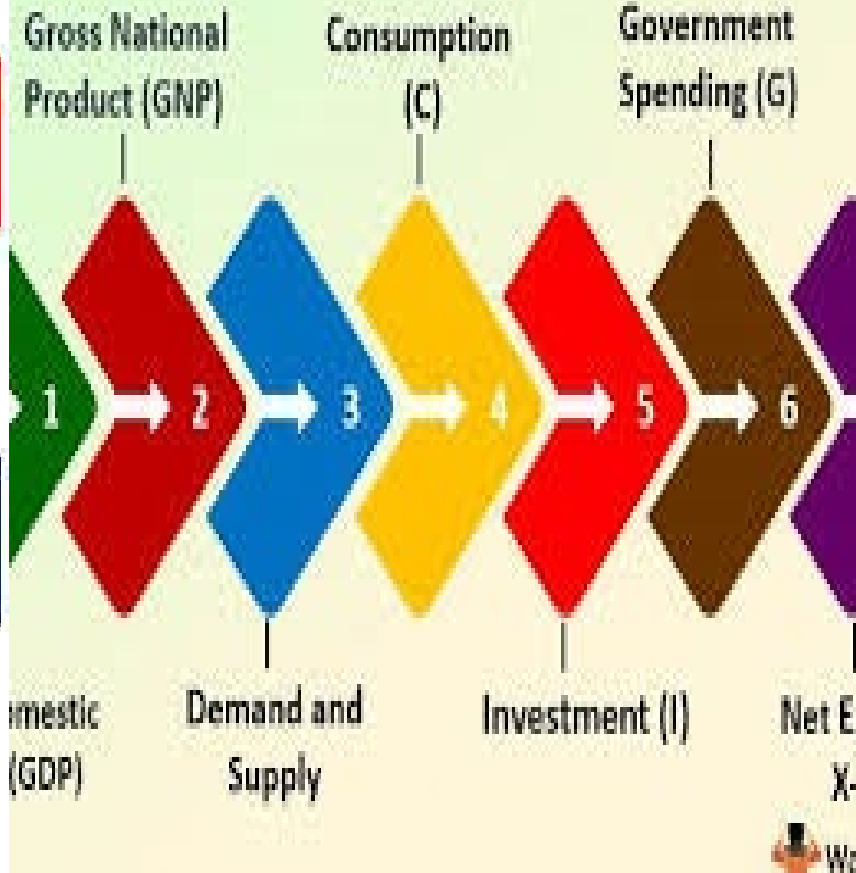
MICROECONOMICS

Decisions of
individual
households

Decisions of
individual
consumers

How demand and
prices are
determined in
individual markets

Macroeconomics



Economics

Micro-Economics

Main

Macro Economics

Sub-branches

Development
Economics

Behavioral
Economics

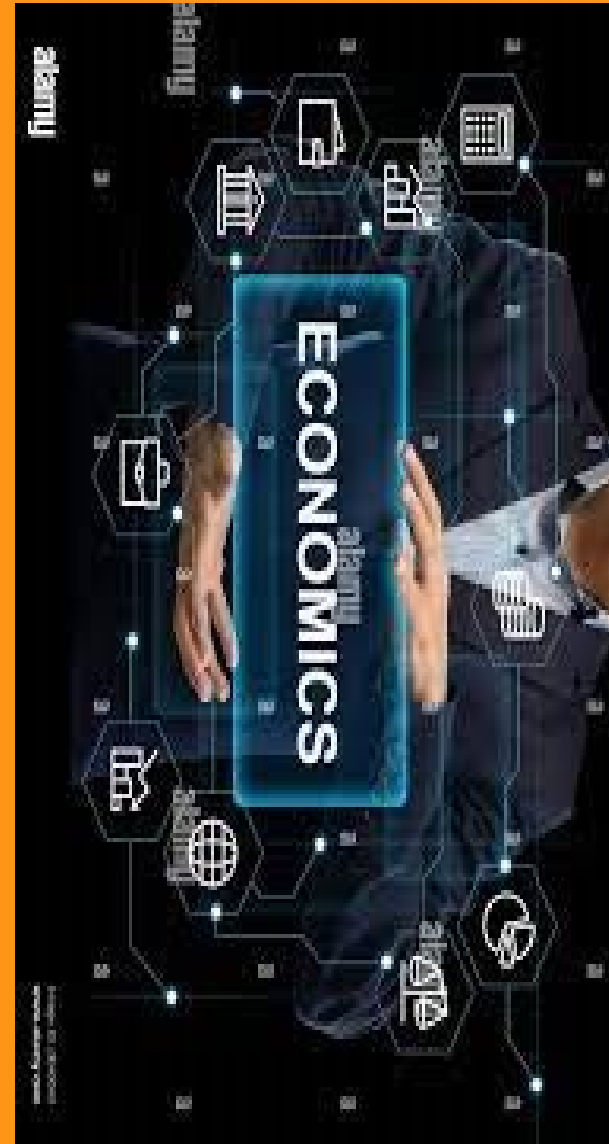
Environmental
Economics

Energy Economics

Industrial
Economics

And many more
branches.....

Agricultural
Economics



2- Why to study Economics?

- Economics is the study of the facts and figures that affect **Government**, **households**, **families**, **businesses**, and the **overall state of the world's resources**.
- In fact, Economics can be useful for **professionals in all industries** and aspects of daily life, not just in business.



2- Why to study Economics?



You'll Expand Your Vocabulary

You'll Master the Nuances of the Field

You'll Put New Terms into Practice

You'll Be Better-Prepared for the rest of
courses

You'll Improve Your Career Prospects

You'll Understand Your Own Spending Habits

You'll Learn How to Leverage Economic Tools

**GREAT REASONS
WHY YOU
SHOULD STUDY
ECONOMICS**

2- Why to study Economics?

- An economics course will give you an in-depth understanding of core economic theory and how to apply it to the real business world.
- You will also develop a range of transferable skills, such as:

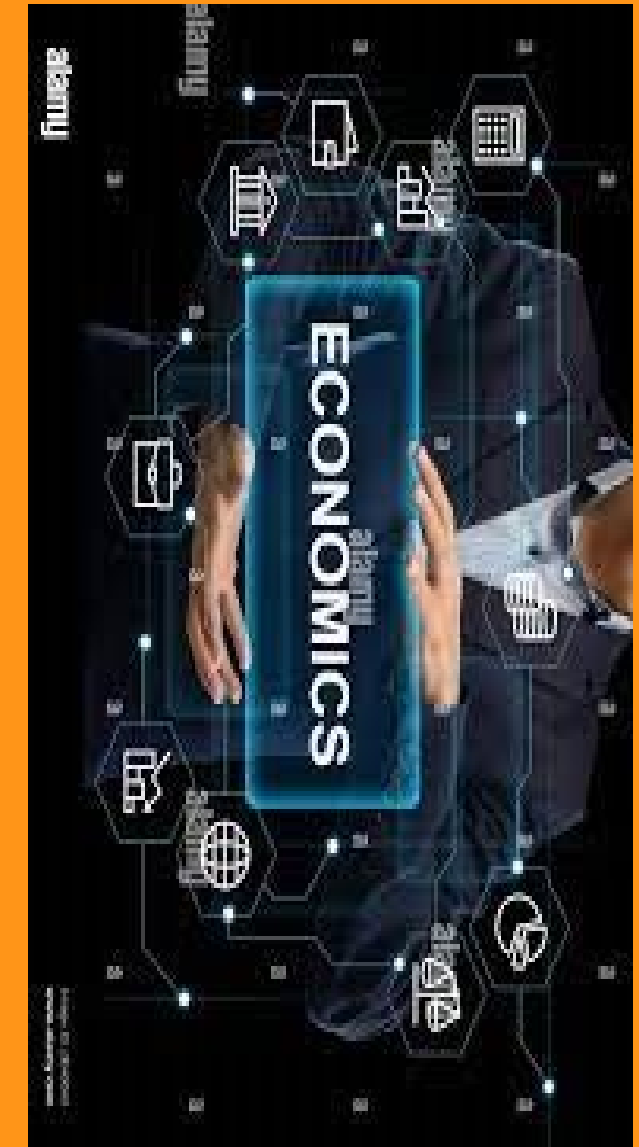
communication

research

problem solving

numeracy

time management



2- Why to study Economics?

- Economics is a widely respected field of study and provides an alternative to an Accounting and Finance degree as it offers similar career opportunities for graduates.
- You could work in job roles within a range of industries, such as:

Banking

Finance

Accountance

Business

Government

Consultancy



2- Why to study Economics?

Economics addresses and solves :

How to deal with a shortage of materials

How to plan for the future with forecasts

How much government should be involved in personal lives

How to cope with economic crisis

How people make their choices (behavioral economics)

How to operate societies efficiently

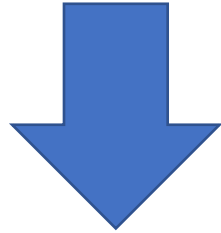
How to distribute resources in society

What opportunity cost means

Career opportunities and the job market

How to evaluate the current state of societies

2- Why to study Economics?



Importance of studying economics

Influences everything

Informs decisions

Impacts industries

Inspires business success

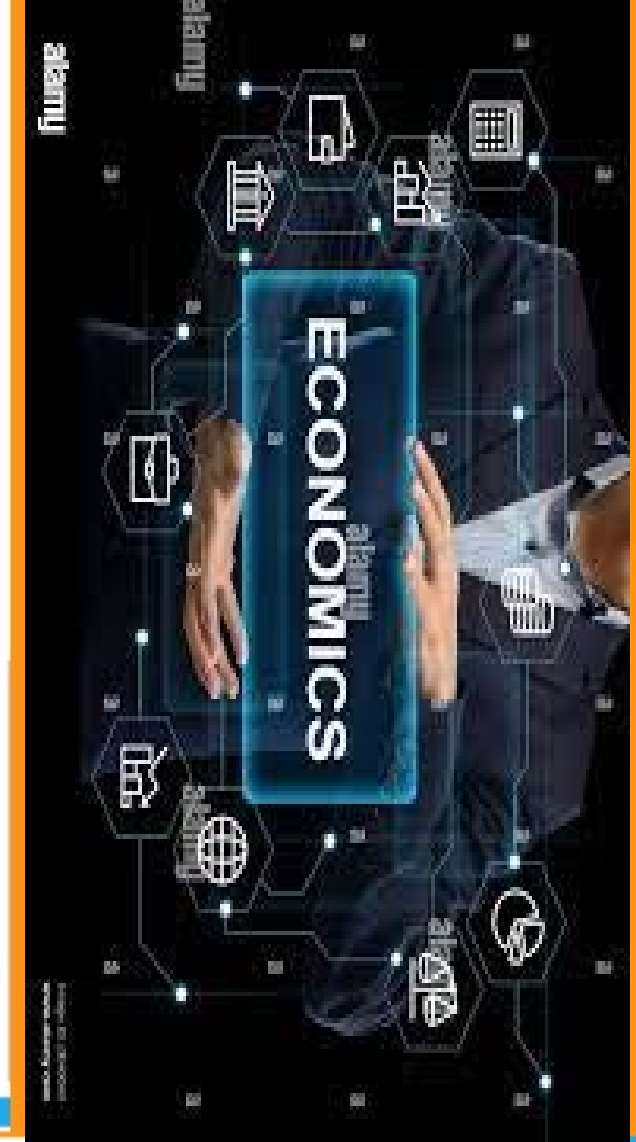
International perspective





Economics Is In Everything

THE
ECONOMICS
OF JUST ABOUT
EVERYTHING



PART IV

Basic S

OF

Economics



Basic S

OF

Economics

IV- The Basics Of Economics

Let's take a look at some of the basic principles of economics for a better understanding.

1. The Problem Of **Scarcity**
2. The **Division And Specialization Of Labor**
3. The **Division Of Labor Increases Production**
4. The **Trade And Markets**
5. Compare **multiple perspectives** of an issue by identifying diverse dimensions, including **social justice**, **social welfare** and **social & environmental responsibility**



IV- The Basics Of Economics



- Every individual affects their society, and in turn, the world.
- From the **small choices** of what you buy to the **larger choices** of where you attend university, every decision you make will play a role in **supply and demand**, and as such, the overall economy.
- **Economics** is the **study of resources** and **how to efficiently and effectively manage them** so that people have what they need to live.



PART IV

About the course



IV- Expected outcomes

Goal 1: Students will be initiated to economic analysis.

- **Objective 1:** Students will understand and demonstrate core micro-economic terms, concepts, and theories.

Trait 1: Students will be able to differentiate between positive and normative statements.

Trait 2: Students will be able to analyze data to solve complex economic problems.

Trait 3: Students will understand general economic concepts (supply & demand, comparative advantage, opportunity cost, etc.).

Trait 4: Students will understand micro-economic concepts (elasticity, monopoly, price discrimination, etc.).

- **Objective 2:** Students will understand and demonstrate core macro-economic terms, concepts, and theories.

Trait 1: Students will be able to differentiate between positive and normative statements.

Trait 2: Students will be able to analyze data to solve complex economic problems.

Trait 3: Students will understand general economic concepts (supply & demand, comparative advantage, opportunity cost, etc.).

Trait 4: Students will understand macroeconomic concepts (GDP, unemployment, aggregate demand/supply, etc.)



IV- Expected outcomes

Goal 2: Students will be able to apply economic theories.

- **Objective 1:** Students will be able to describe how economic trade-offs and social values impact public/private policy.

Trait 1: Students will be able to explain the function of markets and prices as allocative mechanisms.

Trait 2: Students will be able to explain how fiscal and monetary policies can be used to promote equity.

Trait 3: Students will be able to identify key macroeconomics indicators, and measures of economic change, growth, and development.

Trait 4: Students will be able to identify and explain the key concepts underlying comparative advantage and market failure



IV- Expected outcomes

Goal 3: Students will have well developed critical thinking skills.

- **Objective 1:** Students will be able to demonstrate an ability to conceptualize problems analytically.
 - o Trait 1: Students will be able to identify appropriate tools to make an economic evaluation.
 - o Trait 2: Students will be able to assess an economic situation in which they find themselves from an ethics perspective, using appropriate analytical tools to arrive at ethically defensible choices.
 - o Trait 3: Students will be able to identify key economic problems.
- **Objective 2:** Students will be able to demonstrate an ability to identify alternative solutions to problems.
 - o Trait 1: Students will be able to demonstrate ability to analyze an economic situation involving an issue of social responsibility, and defend or critique a course of action.
 - o Trait 2: Students will be able to use economic theory to analyze situations and alternative courses of action.



IV- Expected outcomes

Objective 4: Students will be able to demonstrate an ability to formulate and defend problem solutions.

Trait 1: Students will be able to identify the sources of comparative advantage for a country in its external and internal environment, and formulate or critique a countries strategy.

Trait 2: Students will be able to formulate and defend a monetary or fiscal strategy that would produce desired outcomes.



IV- Expected outcomes

Goal4: Students will be able recognize to the Sustainable Development Goals

Objective 1: Demonstrate knowledge of the different Sustainable Development Goals

Trait 1: Students must think about what goals the world might need.

Trait 2: Students will discover what each goal is and what it means

Objective 2: Identify different ways in which Sustainable Development Goals can be implemented by different actors in different geographical contexts

Trait 1: Students will highlight the role of UN agencies in supporting data collection and analysis, and will be initiated to the SDG indicators

Objective 3: Reflect critically on the goals set forth by the Sustainable Development Goals and how to achieve them

Trait 1: Students will be invited to prioritise and encourage justification of choices



SUSTAINABLE DEVELOPMENT GOALS

Conclusion: Studying Economics

In brief

- Economics is a study of **people's behavior** to manage and use **resources** to meet **human needs**.
- This **social study** has long existed and continues to be one of the most prominent fields in academia.
- Every **citizen** has to be interested in learning about the world around him, **from history to politics**, to **international affairs**, and how they **impact the decisions of consumers, business, and Government**, and studying Economics will fit this interest.
- Economics is not only needed in **businesses** or **management** but also in other areas of human living where the need arises for managing resources. .



PART V



Course Reference Book

Reference

TENTH EDITION
**Principles of
Economics**

Karl E. Case

Wellesley College

Ray C. Fair

Yale University

Sharon M. Oster

Yale University

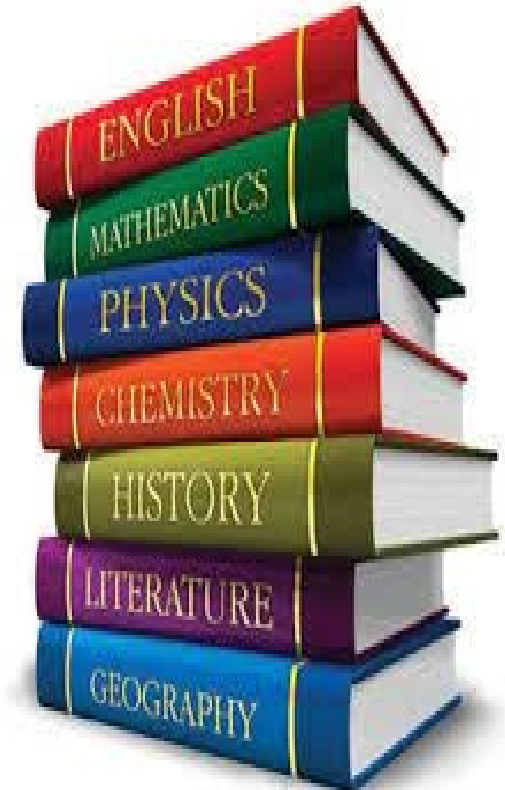
Prentice Hall

Boston Columbus Indianapolis New York San Francisco Upper Saddle River
Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto
Delhi Mexico City Sao Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

PRINCIPLES OF
ECONOMICS
TENTH EDITION



CASE FAIR OSTER



<https://gargcollege.in/wp-content/uploads/2020/03/Karl-E.-Case-Ray-C.-Fair-Sharon-M.-Oster-Principles-of-Economics-10th-Edition-The-Pearson-Series-in-Economics-.pdf>

PART VI





جامعة الجميع الذكية
Everyone's Smart University

جدول محاضرات برنامج البكالوريوس

كلية الإدارة / تخصص إدارة المشاريع

الفصل الدراسي (خريف 2022-2023)

المحاضر	اسم المقرر	رمز المقرر	موعد حلقة النقاش
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الفصل الأول

الأحد	PMG101	(أسس إدارة المشاريع) Foundations of Project Management	06:00 - 05:00 مساءً
الاثنين	ENG101	(لغة إنجليزية) English Language 1	08:00 - 06:30 مساءً
الثلاثاء	MGM112	(مدخل إلى الاقتصاد) Introduction to Economics	07:00 - 06:00 مساءً
الأربعاء	CMM201	(مهارات التواصل) Communication Skills	06:00 - 05:00 مساءً

د. عبد الرحيم نادر

د. سمارة جاسم

د. مريم الزرقعي

د. ميرنا عماد



جامعة الجميع الذكية
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الثلاثاء	MGM112	(مدخل إلى الاقتصاد) Introduction to Economics	07:00 - 06:00 مساءً
الأربعاء	MGM111	(مبادئ الإدارة) Principles of Management	06:00 - 05:00 مساءً

د. عبد الرحيم نادر

د. سمارة جاسم

د. مريم الزرقعي

د. مجدي الحاج



zoom



See you soon