

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall						
Course Name	Economics						
Course Code	BC104						
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☒ Basic Disciplinary Course ☐ Professional Course (Required) ☐ Professional Course (Elective) ☐ Professional Course (Expanded) ☐ Professional Course (Advanced)						
Course Credits	3						
Course Hours	Total Hours	Class 48	Lecture Hours	48	Experiment (Computer) Hours		0
Applicable object	☐ Freshman ☐ Sophomore ☒ Junior ☐ Senior						
	☒ Business Administration (Accounting)						
	☐ Information Management and Information Systems (Finance)						
Prerequisites	None						
Instructor	Qian Zhang						
Contact Information	Office: C204						
	Tele: 83951085						
	Email: zhangqian@cueb.edu.cn						
Office Hour	Qian Zhang: M/ W / F: 8:55-9:35; T:8:55-10:40; W:11:35-12:20						
Learning Centre	Qian Zhang: T: 10:40-12:20, W:18:00- 20:00 (Online)						
Grade/Section	2024 ACCA 1/2						
Course Time/Place	M/ F: 9:55-12:20: A109/A108						
Textbook	- Robert H. Frank, Principles of Microeconomics, Eighth Edition, Beijing: Tsinghua University Press, 2023.4, ISBN: 978-7-302-63231-3 - Robert H. Frank, Principles of Macroeconomics, Eighth Edition, Beijing: Tsinghua University Press, 2023.4, ISBN: 978-7-302-63203-0						

Reference Book

- N. Gregory Mankiw, Principles of Microeconomics, 6th Edition, 2012, South Western Cengage Learning, ISBN: 978-0-53-845304-2
- Dean Karlan and Jonathan Morduch, Microeconomics, 2017, China Machine Press, China, ISBN: 978-7-111-55558-2
- Dean Karlan and Jonathan Morduch, Macroeconomics, 2017, China Machine Press, China, ISBN: 978-7-111-55865-1

Course Description

This is a required professional course for students majoring in business and economics. This course is designed to give students an understanding of how to apply microeconomic and macroeconomic tools to think, analyze and solve the problems around us and the world. This course will be delivered by a plenty of case studies and

reference materials to help students better understand economic core concepts such as supply and demand, monopoly, international trade, GDP, unemployment as well as inflation. On completion of this course, students will have a theoretical foundation in economics, they will be able to use economic ways to analyze the choices of rational people, Chinese policies as well as the worldwide cases and etc.

Student Learning Objectives

On successful completion of this course, students should be able to:

Knowledge	- Identify the basic concepts and terminology of both microeconomics and macroeconomics; - Perform calculations on both microeconomics and macroeconomics measures; - Explain microeconomics and macroeconomic phenomena, as well as the limitations of the models;
Capability	- Apply microeconomics and macroeconomic models; - Solve microeconomics and macroeconomic problems based on those models, graphically and algebraically. - Summarize microeconomics and macroeconomic relationships using the concepts and models students have learned; - Critically analyze current microeconomics and macroeconomic news and events in light of the concepts learned in this course.
Mindset	- Use economic theory to comprehend economic problems, policies and phenomena in China as well as the world. - Comprehend the background and implications of contemporary economic issues. - Understand fluctuations in the global and Chinese economies and their likely effects on business as well as the wider community. - Discuss, using economic thinking, appropriate strategies to protect the natural environment.

Website Source

- The Wall Street Journal, <https://wall-street.com/>
- The Economist, <https://www.economistasia.com/>
- Financial Times, <https://www.ft.com/>
- Business Week, <http://www.business-week.com/>

Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation, test and exam. Real case and practice questions will be delivered to students as a way to test their understanding of the knowledge. There will be various interactions and real case studies in the course. This will require individual or group assignment in or after class.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents

		of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, problems, and preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 15 minutes in class.
Homework	15%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	10%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Mid-Term Test	20%	
Final exam		20%
Total	40%	60%

Assessment of Student Performance

Self-Study and Reading ability Practice

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☞ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☞ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ♦ Being late for 15 minutes or more is considered an absence.
- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

☞ Textbook

Students must bring the textbook to class.

Topical Course Outline

Week	Topics	Content	Homework
1	Introduction Preliminaries (Ch 1)	Preliminaries (Ch 1) <i>The Themes of Microeconomics</i> Positive and Normative Analysis	Textbook Chapter 1 Exercise
2	The Basics of Supply and Demand (Ch 2)	The Basics of Supply and Demand (Ch 2) What is a Competitive Market? Demand/ Supply/Market Equilibrium (Definition/ Graph/ Calculation)	Textbook Chapter 2 Exercise
3	Consumer Behavior (Ch 3) & Individual and Market Demand (Ch 4)	Consumer Behavior (Ch 3) & Individual and Market Demand (Ch 4) What is Elasticity?	Textbook Chapter 4 Exercise

		Price Elasticity of Demand/ Supply/ Income (Calculation/ Using the Mid-point Method/ Determinants)	
4	Individual and Market Demand (Ch 4)	Individual and Market Demand (Ch 4) <i>Voluntary Exchanges and Auction</i> Willingness to pay and the Demand curve Willingness to sell and the Supply curve	Textbook Chapter 5 Exercise
5	Individual and Market Demand (Ch 4)	Measuring surplus (Consumer surplus/ Producer surplus)	
	Quiz 1	Revision of Quiz Quiz 1	
6	Firm Decisions Costs of Production (Ch 7)	Costs of Production (Ch 7) The Building Blocks of Business: Revenues, Costs, and Profits Production Functions Cost Curves (Long run and the Short Run	Textbook Chapter 12 Exercise
7	Profit Maximization and Competitive Supply (Ch 8)	Profit Maximization and Competitive Supply (Ch 8) A competitive Market Profits and Production Decisions	Textbook Chapter 8 Exercise
8	The Analysis of Competitive Markets (Ch 9)	The Analysis of Competitive Markets (Ch 9) Why intervene? Price controls (Price ceiling/ Price floors) Taxes and Subsidies Evaluating Government Interventions	Textbook Chapter 9 Exercise
9		Revision Midterm Test	
10		Labor Day	
11	Market Power: Monopoly and Monopsony (Ch 10)	Market Power: Monopoly and Monopsony (Ch 10) Why do Monopolies Exit? How Monopolies Work? Problems with monopoly and Public Policy Solutions Market Power and Price Discrimination	Textbook Chapter 10 Exercise
12	Monopolistic Competition and Oligopoly (Ch 12)	Monopolistic Competition and Oligopoly (Ch 12) What sort of Market? Monopolistic Competition Oligopoly	Textbook Chapter 12 Exercise
13	Oligopoly (Ch 12) Game Theory and Strategic Thinking (Ch 13)	Oligopoly (Ch 12) Game Theory and Strategic Thinking (Ch 13) <i>The Realistic Story of the Prisoner's Dilemma</i> Games and Strategic Behavior	Textbook Chapter 12 Exercise & *Textbook Chapter 13 Exercise

		One-Time Games and the Prisoners' Dilemma Quiz 2	
14	Macroeconomics The Measurement and Structure of the National Economy (Ch 2)	Macroeconomics The Measurement and Structure of the National Economy (Ch 2) Valuing and Economy Approaches to Measuring GDP	Textbook Chapter 2 Exercise
15	Productivity, Output, and Employment (Ch 3) Presentation	Productivity, Output, and Employment (Ch 3) Defining and Measuring Unemployment Equilibrium in the Labor market Presentation	Textbook Chapter 3 Exercise
16	Presentation & Revision	Presentation & Revision	

Note: In the first three weeks, Tencent Meeting, Mosoteach and the Wechat group will be used as the main teaching methods. The Wechat group will be mainly used to inform the students daily study activities and tasks. Tencent Meeting and Mosoteach will be used as the main study platform to teach and organize the study activities. When classes change back to school, Tencent Meeting will be stopped to use. Mosoteach will be mainly used to upload PPTS and release some learning materials.

Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams. A review in Chinese may be held during L.C. and O.H. in the semester.

Teacher's Office Hour

- ♦ The instructor's office hour is shown in the front of the office door.
- ♦ Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ♦ The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

Midterm Test	Week 9 or 10
Final Exam	Refer to the notice of the Academic Affairs Office

Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.

Instructor: 张倩

Department Head: _____

