

AGM4307 Economics and Marketing for Engineers

<b>Level</b>	4
<b>Course Code</b>	AGM4307
<b>Course Title</b>	Economics and Marketing for Engineers
<b>Credit value</b>	3
<b>Core/Optional</b>	Core (for all specializations)
<b>Course Aim/s</b>	To provide knowledge on the basic economic principles and marketing strategies for engineers.
<b>Course Learning Outcomes (CLO):</b>	<p>After completion of this course student will be able to:</p> <p>CLO1: Describe the nature of economics in dealing with scarcity</p> <p>CLO2: Explain the trade and its advantages</p> <p>CLO3: Perform demand and supply analysis to understand the market mechanisms in an economy</p> <p>CLO4: Analyze the performance of firms under different market structures, recognize market failures and role of the government</p> <p>CLO5: Describe the growth of the economy, its measurements and shortcomings of the measures and</p> <p>CLO6: Relate the basic economic concepts in the Sri Lankan economy</p>
<b>Content</b>	<p><b>Outline Syllabus:</b></p> <p>Unit 01: Introduction to economics</p> <p>Unit 02: The Market Mechanism</p> <p>Unit 03: Fundamental Concepts of Macroeconomics</p>