UNIVERSITY of BRADFORD

Module Descriptor

Business Economics (Distance Learning)

Module Code:	AFE7008-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Accounting, Finance and Economics
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Dr Dawid Trzeciakiewicz

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	5
Directed Study	95

Availability Periods

Occurrence	Location/Period
DLA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To educate students in the workings of the market environment within which organisations operate. To provide students with the opportunity to use and apply economic concepts, constructs and frameworks in support of business problem appraisal and decision making. To enable students to critically evaluate business problems and collect data in the construction and presentation of appropriate business solutions.

Outline Syllabus

Scarcity and choice. Resource allocation and markets: demand and supply/cost analysis; intervention in markets. Market structure and competition: structure, conduct and performance of companies and markets; market concentration and public competition policy. The determinants of national output/income and fluctuations in growth rates. Key economic variables: output , employment and inflation. Government fiscal, monetary and supply-side policies. Exchange rates and the balance of payments. Globalisation, international trade and international investment.

Module Learning Outcomes

On successful completion of this module, students will be able to...

1 a) Analyse how markets work and how market forces affect organisations;
b) Demonstrate a comprehensive understanding of micro level market forces and competition and macro level effects stemming from national and international economic policies and changing business environments.

2 a) Demonstrate competency in the use of economic concepts; apply economic concepts to economic sectors or industries in order to enhance your understanding of opportunities and threats in those sectors or industries;
b) Analyse economic business problems, collect data and construct business assessments;
c) Make business decisions while taking account of complex sustainability agendas.

3 a) Deal with business problems in an adaptable and original manner;
b) Effect solutions to complex business problems using economic insight and incomplete data.

Learning, Teaching and Assessment Strategy

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. This relates to module learning outcomes: 1a, 1b, 2b, 2c, 3b. Students attend 4 online tutorials. These sessions allow the students to reflect on their learning further applying key academic and practitioner based models and frameworks thereby gaining a detailed understanding of the subject area. This relates to module learning outcomes: 2a, 2b, 2c, 3a, 3b.

Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. After completing the questions students receive instant feedback on their performance. In addition to this there is the option of completing 2 formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module. Written feedback is provided by the module tutor. This relates to module learning outcomes: 2a, 3b. Assessment will be by one assignment.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment - macro economics (1,000 words)	-1000 words	50%	Yes
Summative	Coursework	Individual assignment - micro economics (1,000 words)	-1000 words	50%	Yes

Legacy Code (if applicable)

MAN4100M

Reading List

To view Reading List, please go to **rebus:list**.