UNIVERSITY of BRADFORD

Module Descriptor

Business Economics (Executive MBA)

Module Code:	AFE7033-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:	Professor Aydin Ozkan

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	26
Tutorials	4
Directed Study	70

Availability Periods

Occurrence	Location/Period
DIA	Dubai Knowledge Village / Semester 1 (Sep - Jan)
BDA	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	Demonstrate a comprehensive understanding of how markets work and how market forces affect organisations; including an understanding of micro level market forces and competition and macro level effects stemming from national and international economic policies and changing business environments.
2	2.1 demonstrate competency in the use of economic concepts; apply economics concepts to economic sectors or industries in order to enhance your understanding of opportunities and threats in those sectors or industries. 2.2 Analyse economic business problems, collect data and construct business assessments. 2.3 make business decisions while taking account of complex sustainability agendas.
3	3.1 deal with business problems in an adaptable and original manner 3.2 effect solutions to complex business problems using economic insight and incomplete data.

Learning, Teaching and Assessment Strategy

Students will engage in learning through a series of directed study activities and online tutorials. Study guide and textbook readings, supported by audio recordings and powerpoint slides will introduce important concepts. Structured tutorial exercises will provide students with the opportunity to cement their understanding of key concepts and ideas. Online tutorial sessions will enable students to engage in debate with their peers and their tutor about important ideas and contemporary business problems. Assessment will be by two assignments. One micro and one macro orientated. The assessment will require students to demonstrate knowledge and understanding of economic concepts and explore business problems through the use of economic ideas, concepts, theories and data.

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	-1000 words	50%	No

Legacy Code (if applicable)

Reading List

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