

Business Economics and Industrial Organisation

Module Code:	ECO6026-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Economics
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Dariya Mykhayliv

Additional Tutors:
Dr Mark Baimbridge

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	6
Directed Study	170

Availability Periods

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

Module Aims

You will employ knowledge gained from Stage 2 (intermediate) economic theory course units to examine a range of analytically complex topic areas related to the economics of business, the principles and the practice of corporate finance, capital budgeting and investment appraisal.

Outline Syllabus

The structure of industry and nature of barriers to entry; firm strategic responses to competition; measuring competitiveness of industries. The Boundary and Structure of the Firm; Ownership, Control and Incentives; Product Pricing Strategies; Corporate Governance; Shareholder Value Maximisation.

Module Learning Outcomes

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

- 1 1.1 Be conversant with a range of advanced specific topics related to the economics of business and industrial organisation.
- 2 2.1 Critically evaluate a range of topic areas in business economics.
2.2 Make quantified financial decisions.
2.3 Recognise the practical limitations of applying theoretical concepts to business practice.
- 3 3.1 Demonstrate skills in written presentation, accessing and critically evaluating library and electronic information sources.
3.2 Apply numerical and problem solving skills.

Learning, Teaching and Assessment Strategy

There will be a weekly lecture and fortnightly seminar. Seminars will be student-led with small groups presenting prepared answers to exercises to stimulate general discussion for formative feedback.

Summative assessment takes a variety of forms, including unseen examination, group presentation and an essay to ensure that the range of learning outcomes are assessed.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination: 3 hour closed book	3 hours	100%	Yes

Legacy Code (if applicable)

SE-6027L

Reading List

To view Reading List, please go to [rebus:list](#).