UNIVERSITY of BRADFORD

Module Details

Module Title:	Business Economics
Module Code:	AFE4001-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Accounting, Finance and Economics
FHEQ Level:	FHEQ Level 4
Pre-requisites:	
Co-requisites:	

Contact Hours

Type	Hours
Lectures	24
Tutorials	24
Directed Study	152

Availability

Occurrence	Location / Period
ONA	College of Banking and Financial Studies, Oman / Academic Year (Sept - May)
BDA	University of Bradford / Academic Year (Sept - May)

Module Aims

To introduce you to key economic concepts, principles and policy.
To enable you to become effective business managers by attaining an understanding of the micro and macroeconomic environments of business.
To understand and analyse business and economic problems in the UK, Europe and the global economy.
To develop an economic understanding of the debates related to sustainable economic development.

Outline Syllabus

Consumer behaviour in markets.
Producer behaviour in markets.
Perfect competition and monopoly.
Oligopoly and Strategy.
Alternative theories of the firm.
Economic issues related to boundaries of the firm.
Government regulation of competition and business.
Social costs and benefits (linked to sustainable development).
The macroeconomic environment of business.
The role of government in managing the economy.
Current economic models, government policy and economic stability.
International trade and trading blocs.
The balance of payments and exchange rates.
Forms of FDIs and current trends on developed and developing economies.

Learning Outcomes

1	Describe and analyse key economic concepts and your relation to business
2	Analyse the components of the micro and macro-economic environment.
3	Analyse business problems and decision making from an economic perspective.
4	Identify and evaluate the economic features of business problems
5	Write in a manner which demonstrates your analytical thinking.
6	Investigate business problems
7	Communicate effectively in written and orally.
8	Analyse numerically

Learning, Teaching and Assessment Strategy

Concepts, principles and theories will be explored in formal lectures, (LO 1 and 2) before being practised and applied to business problems in student-led tutorials, (LO 1, 2, 3, 4, 5 and 6). Case studies and examples from the European and global economy will illustrate arguments and provide appropriate contexts for the application and exploration of principle economic ideas, (LO 3 and 4). Weekly tests, using multiple choice questions, will provide you with formative feedback on your on-going attainment of economic knowledge and understanding (LO 1 and 2). The assessment strategy is developmental, enabling you to practice specific academic skills and gain formative feedback from your tutorial leader. As bite sized exercises, the initial assessments are preparatory exercises for the final assessment. The assessment is assignment based enabling you to demonstrate your broad attainment of the module learning outcomes through discussion of key concepts, analysis of economic argument and data; and the creation of structured and effective written communication (LO 1, 2, 3, 4, 5 and 6).

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Closed Book Examination	90 minutes	50%
Summative	Coursework	Individual assignment of up to a total of 2000 words	0 hours	50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.