

Module Details	
Module Title	Business Economics
Module Code	AFE7504-A
Academic Year	2020/1
Credits	10
School	School of Management
Subject Area	Accounting, Finance and Economics
FHEQ Level	FHEQ Level 7
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	12
Tutorials	11
Directed Study	77

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
N/A

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.

Learning Outcomes	
Outcome Number	Description
01	1.1 Demonstrate a comprehensive understanding of how markets work and how market forces affect organisations. 1.2 Understand the conceptual basis for problem solving and decision making by a range of actors including firms, households and governments. 1.3 Develop an appreciation for the interrelatedness between national and international economies, and the impact of economy wide factors on economic entities.
02	2.1 Demonstrate competence in the use of economic concepts across the programme. 2.2 Critically appraise, analyse and make use of economics-based concepts in order to aid decision making in business and financial organisations. 2.3 Be able to apply theory to practical decision making and problem solving.
03	3.1 Demonstrate further development of numerical, analytical and teamwork skills. 3.2 Plan and time manage own applied and theoretical learning. 3.3 Effectively define problems, engage in and evaluate decision making, and use appropriate verbal and written communication skills.

Learning, Teaching and Assessment Strategy
There will be a blended learning approach with each week consisting of an online lecture and 4 tutorials equally divided between online and on-campus/F2F. The tutorial groups will alternate on a weekly basis between online and on-campus/F2F so all students will have an equal number of each type of tutorial. These classes will provide students with a sound understanding of basic theory and provide suitable illustrations which would link to the 'real world' business context. Interactive tutorial sessions will provide feedback on tutorial questions and the gaining of key discipline skills. Such methods will enable students to relate classroom based analysis to the 'real life' decision making context faced by business professionals and managers. Additionally, the tutorials will provide students the opportunity to apply their theoretical and conceptual knowledge to an applied context and enable them to test their own understanding of formal concepts. Hence, tutorials will be used to reinforce the lecture component and formative assessments will allow for monitoring progress. These will be supplemented by web-based learning and self-directed learning to support each topic will take place within the directed study time. Directed study (including completion of tutorial questions in advance of tutorial sessions) and personal reading will enhance personal transferable skills. Assessment will be by means of an individual coursework assignment. This aims to assist students in realising the following learning outcomes: 1.1-1.3, 2.1, 2.2, 3.2 and 3.3.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Assignment	N/A	100%

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.

