BIC4030-B module descriptor

Module Title	The Economic Environment
Credit Level	20 credits (FHEQ Level 4)
Session	2026/7 academic year
BDA occurrence	Academic Year available at University of Bradford
BDA occurrence	Non Standard Year available at University of Bradford

Transparency notice

This specification for module code BIC4030-B has been generated automatically in advance of the academic year 2026/7. Every effort has been made to ensure that the information is accurate at the time of publication, but changes permitted by our Student Contract Terms and Conditions could be made in the interval between publishing and commencement of teaching; where changes impact the terms and conditions of an applicant's or student's offer, these are communicated to them as soon as possible.

BIC4030-B module aims

This module provides you with an introduction to core economic theory and will help you to understand the environment in which businesses operate and the way in which different markets and market structures function.

A key focus is on economic decision-making by individuals and businesses, but you will also consider the role and influence of government and government policy in shaping economic activity and you will look beyond national economies to the influence of wider economic and political groupings.

BIC4030-B module learning outcomes

No.	Students completing the module will be able to:
01	Identify and understand the main features of micro- and macro-economics and different market structures.
02	Understand the different factors that influence economic decision-making by individual and businesses.
03	Understand the different factors that define the functioning of a market economy.
04	Explain how key macroeconomic indicators influence government policies and how these impact on businesses.
05	Explain the constraints placed on a national government's freedom of action in a global economic context.

BIC4030-B module outline syllabus

Introduction to economics and the distinction between micro and macro economics.
Different types of economy (command, mixed, free-market) and market structures (perfect competition, monopolistic competition, oligopoly and monopoly).
Scarcity, choice and the efficient allocation of resources.
Supply and demand and the operation of the price mechanism.
Elasticity (price, supply and demand).
Productivity, the division of labour and economies of scale.
Macroeconomic indicators and government policy and intervention designed to influence a country's economic performance and correct market failures.
The constraints upon a national government's freedom of action by membership of regional or global organisations such as the EU, G8, WTO.

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC4030-B module notional learning hours

- 140 hours Directed Study
- 60 hours Lectures

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC4030-B module learning, teaching and assessment

Groups are small and classes are student-centred and interactive.

The classroom approach is explicitly designed to help international students acquire new knowledge and skills, to build their confidence and enable them to become more independent learners. By doing this consistently and across all modules, the programme provides them with a strong foundation for further study in their chosen subject area.

The approach is inclusive and recognises that students come from different backgrounds with a range of previous learning experiences and associated expectations, beliefs and behaviours. Teaching and learning methods are clearly explained so that students understand why (where appropriate) they need to engage in new ways of learning and why those they have used or relied on up to this point may be less suited to supporting their ongoing development and their chances of success in UK Higher Education.

Formative work is an integral part of the approach. In class, students are set tasks that require them to apply their knowledge and skills, to think critically and to solve problems. The level of challenge is gradually increased as the students grow in confidence and Tutors help them to see that experimentation, trial and error are central to the learning process, providing constructive feedback on both what has been achieved and how.

Students are also expected to engage in independent study, to reflect on their own performance and to discuss this with their module tutor or personal academic tutor, who will provide support and advice and, when necessary, draw the attention of Module and Programme Leads to a struggling student using the 'Students of concern' process.
The summative assessment tasks require students to desmonstrate and apply their understanding of key concepts with reference to real-world economic situations.

BIC4030-B mode of assessment

Type	Mode	Assessment description	Weight
Summative	Examination - Closed Book	Mid-module exam consisting of multiple choice, cloze and short answer questions - LOs 1-3 (90 minutes)	40%
Summative	Coursework - Written	Extended written responses to questions about module theory and its real-world relevance - LO4 and LO5. (1250-1500 words	60%

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