**Business Economics**

Module Code: AFE4001-B  
Academic Year: 2018-19  
Credit Rating: 20  
School: School of Management  
Subject Area: Accounting, Finance and Economics  
FHEQ Level: FHEQ Level 4  

Pre-requisites:  
Co-requisites:  

**Contact Hours**

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>24</td>
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<tr>
<td>Tutorials</td>
<td>24</td>
</tr>
<tr>
<td>Directed Study</td>
<td>152</td>
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**Availability Periods**

<table>
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<tr>
<th>Occurrence</th>
<th>Location/Period</th>
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<tr>
<td>ONA</td>
<td>College of Banking and Financial Studies, Oman / Academic Year (Sept - )</td>
</tr>
<tr>
<td>BDA</td>
<td>University of Bradford / Academic Year (Sept - May)</td>
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**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.

Module Learning Outcomes

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

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tbody>
<tr>
<td>Summative</td>
<td>Examination - closed book</td>
<td>Closed Book Examination</td>
<td>90 minutes</td>
<td>50%</td>
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<tr>
<td>Summative</td>
<td>Coursework</td>
<td>Individual assignment of up to a total of 2000 words</td>
<td>0 hours</td>
<td>50%</td>
<td>No</td>
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### Legacy Code (if applicable)

MAN0130L

### Reading List

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