

Module Details	
Module Title	Business Economics
Module Code	AFE4001-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Lectures	24
Tutorials	24
Directed Study	152

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

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

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

Outcome Number	Description
01	Describe and analyse key economic concepts and your relation to business
02	Analyse the components of the micro and macro-economic environment.
03	Analyse business problems and decision making from an economic perspective.
04	Identify and evaluate the economic features of business problemse.
04	Write in a manner which demonstrates your analytical thinking.
06	Investigate business problems
07	Communicate effectively in written and orally.
08	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 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). The assessment strategy is developmental, enabling you to practice specific academic skills and gain formative feedback from your tutorial leader.

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	Weighting
Summative	Coursework - Written	Individual Assignment of 2000 words	50%
Summative	Coursework - Written	Individual Assignment of 2000 words	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.

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