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| MODULE: | BUSINESS ECONOMICS |
| CODE: | BABS-1-1-09 |
| Stage: | I |
| Number of Credits: | 4 semester credits / 6 quarter units |
| Theme: | Business Environment |
| Assessment Weighting: | 40% Coursework 60% Examination |

AIMS

The aims of this module are to:

Instil in the student an understanding and appreciation of how the economy operates.

Provide the student with the ability to use theories and models to make sense out of the real world, and to suggest policy solutions to economic problems

LEARNING OUTCOMES

On completion of this module, students will be able to:

Explain the economic problem and discuss the three fundamental economic questions: What products to produce, how they are to be produced & for whom.

Demonstrate relationships graphically and interpret completed graphs.

Distinguish between the different economic systems.

Apply basic economic models to real world events and thus suggest solutions to economic problems.

Distinguish between the objectives of firms.

Identify the five common goals of government economic policy and describe how they can be achieved.

Evaluate the problems faced by governments and suggest options to solve these problems.

State how changes in interest rates, inflation and exchange rates affect the individual, the firm and the domestic economy.

SYLLABUS

MICROECONOMICS

Markets, Demand and Supply

- The economic problem
- Economic systems
- Demand
- Supply
- The determination of price
- The free market economy

Markets in action

- Price elasticity of demand
- Price elasticity of supply
- Other elasticities
- Markets where prices are controlled

Market structures

- The degree of competition
- Perfect competition
- Monopoly
- Imperfect competition

Market failures and government policy

- Externalities and public goods
- Government intervention: taxes, subsidies, laws and regulations

MACROECONOMICS

Measuring Aggregate Performance

The Economic Goals of Government

- Growth
- Low inflation
- Low Unemployment
- Balance of Payments Equilibrium
- Equity

Fiscal policy

Monetary policy

Exchange rate policy

TEACHING AND LEARNING METHODS

A combination of the following teaching and learning methods will be utilised throughout the year. Formal lectures will dominate at the beginning of the module to lay the foundations of the economic theory. As the student becomes more aware of the models and concepts, tutorials and workshops will bring some of the models to life. Emphasis will be placed on group work where students will take a newspaper/magazine article and report on its important aspects. Case studies will be tailor made to complement each topic.

Excellent videos and documentaries on topical issues are widely available and will be used throughout the course. Students will also be directed to watch certain programmes and these will be discussed in class. The internet is also an invaluable teaching tool, which will be fully utilised via directed learning.

ASSESSMENT METHODS

40% of the marks have been allocated to the coursework and may typically be presented in the following format; multiple choice exams, quizzes, reviews of newspaper articles, presentations, debates and case studies. The remaining 60% of the marks have been allocated to the end of semester examination held on module completion.

PRIMARY READING

Essentials of Economics, Sloman J., Prentice Hall, 2nd Edition

RECOMMENDED READING

Principles of Economics an Irish Textbook, Turley, G. Maloney, M. Gill & MacMillian, 2nd Edition

Economics a Students' Guide, Beardshaw, J. Brewster, D. Cormack, P. Ross, A. Financial

Times / Prentice Hall, 5th Edition

Essentials of Economics, Gregory, P.R Addison Wesley Longman, 5th Edition

Introduction to Economic Reasoning, Rohlf W.D. Addison Wesley, 5th Edition

Use will also be made of Journals, Newspapers and financial publications.