

MODULE: BUSINESS ECONOMICS

CODE: BAAF-1-1-09

Stage: I

Number of Credits: 4 semester credits / 6 quarter units

Theme: Business Environment

Assessment Weighting: 40% Coursework
60% Examination

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