

MODULE: **ECONOMIC/INDUSTRY ANALYSIS**

CODE: **BABS-2-2-10**

Stage: **II**

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

- To ensure students fully appreciate the broader economic environment in which organisations operate
- To enable students to apply internal concepts and tools used by organisations
- To provide students with a clear understanding of strategic areas of business behaviour
- To ensure students can competently analyse the business environment and assess the impact of the economic climate on industry

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

- Illustrate the link between business economics, the management and decision sciences, and business strategy.
- Examine the changing nature of industrial structure in Europe
- Analyse critically the alternatives to profit maximisation
- Explain and discuss the implications of the identification problem in estimating demand
- Develop the concepts of "price taker, "price maker" and "price discrimination
- Consider pricing strategies that are actually used by organisations
- Consider the role of international trade and trading agreements in stimulating international business.
- Develop relevant theories of trade and indicate how useful they have been in the

development of globalisation

Module Content

Introduction

The scope of business economics

The organisation and its environment

Business objectives

Alternative models of the organisation

Demand revenue and costs

Estimating and forecasting demand

Determinants and behaviour of costs

Marketing and investment decisions

Pricing decisions

Pricing practices

Investment decisions

Economics and corporate strategy

Elements of business strategy

Analysing the structure of competition

Competitive weapons: scale, scope and core competences

Business issues

The globalisation of business activities

Government intervention

The changing boundaries of the organisation