

MODULE:	ECONOMICS
CODE:	BAIHM-1-2-10
Stage:	I
Credit Points:	4 semester credits / 6 quarter units

Overview and Aims

The hospitality industry continues to be a fascinating field of study for the economist. The core principles in economics relate to the allocation of scarce resources among competing wants. This module examines economics from a business perspective. The course looks at the interaction between business and practical economic issues encountered in the hospitality industry.

This module uses many teaching tools to ensure a deep understanding of the subject matter. Podcasts, videos, and publications are all be utilised to contextualise the material.

Economics underpins a great deal of decision-making in business and as such is an essential cornerstone in any business degree. This module incorporates the theories of economics while simultaneously exposing the learner to the economy in which they live and work. Emphasis is placed on application of theory. The study of economics presents a different lens through which the learner can assess the environment and approach problems.

Module Content

Microeconomics

Introduction to economics

- Principles of economics
- Scarcity and economic systems
- The production possibility curve

Demand supply and market equilibrium

- Demand and the consumer
- Supply and the producer
- Equilibrium and the price mechanism
- Price controls and government interference.

Elasticity and forecasting

- Different elasticity measures.
- Predicting effects on price, output, and profit following changes in different variables.
- Taxation/subsidies and elasticity

Supply and costs

- Cost structure of the firm.
- Economies and diseconomies of scale.

Market structures and government interference in the market

- Different market structures
- Market failure and government intervention.

Macro economics:

The macroeconomic environment

- The objectives and instruments of government macroeconomic policy
- Business fluctuations and forecasting.
- Understanding interest rates and monetary policy.

Measuring economic activity

- Measuring different economic parameters. GDP, Inflation, unemployment etc.

The global economy

- Foreign trade
- Capital flows
- Labour migration
- Coping with exchange rate movements.