

<b>Module Title</b> <b>The Economics Of Business</b>	Reference BSM018 SCQF            SCQF Level            11 SCQF Points    15 ECTS Points    7.5 Created    May 2002 Approved    August 2013 Amended    August 2013 Version No.    2
<b>Keywords</b> Macroeconomic Environment, Business Objectives, Market Structure, Demand Forecasting Pricing, Business Decision-making, International Business, Government and Business	

## This Version is No Longer Current

The latest version of this module is available [here](#)

### Prerequisites for Module

None.

### Corequisite Modules

None.

### Precluded Modules

None.

### Aims of Module

To provide learners with an ability to critically assess economic principles and theories relevant to the analysis of business behaviour and the economic environment in which business organisations operate.

### Learning Outcomes for Module

### Indicative Student Workload

	Full Time	Distance Learning
<i>Contact Hours</i>		
Lectures/Seminars	36	6
Assessment	10	10

### *Directed Study*

Directed Study	37	91
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### *Private Study*

Private Study	67	43
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### Mode of Delivery

#### Taught Mode (T)

The module is delivered in Taught Mode by lectures, interactive group work, case study tutorials and directed self-study.

#### Distance Learning Mode (DL)

The module is delivered in Distance Learning mode by self directed study learning from paper-based or web-based learning

On completion of this module, students are expected to be able to:

- 1.critically evaluate the alternative theories of the domestic and international economy and their implications for government economic policy.
- 2.critically assess the alternative theories of business objectives and behaviour.
- 3.apply a range of advanced and specialised theories, models and techniques for analysing business decision-making.
- 4.evaluate and synthesise the alternative theories and models of international business behaviour.
- 5.learn independently and display a high degree of autonomy in learning.

### **Indicative Module Content**

The domestic and international economic environment; firms and markets; market structure; structure-conduct-performance paradigm, models of business objectives, demand forecasting, cost in theory and practice, pricing in theory and practice, game theory, corporate strategy and business economics, international business strategy, government and business.

materials, supported by seminars and/or on-line support.

### **Assessment Plan**

	Learning Outcomes Assessed
Component 1	1,2,3,4,5
Component 2	1,2,3,4,5

### **Indicative Bibliography**

- 1.BEGG, D. AND WARD, D., 2020. <I>Economics for business,</I> 6th ed. McGraw-Hill Education.
- 2.SLOMAN, J. GARRET, D. GUEST,J. JONES,E. 2023 <I>Economics for Business,</I> 9th ed. Pearson.
- 3.THOMPSON, E. WORTHINGTON, I. AND BRITTON, C., 2023. <I>The Business Environment: A Global Perspective </I>, 9th ed. Pearson.