

## MODULE DESCRIPTOR

### Module Title

Economics Of Business

Reference	BSM018	Version	7
Created	February 2024	SCQF Level	SCQF 11
Approved	September 2018	SCQF Points	15
Amended	March 2024	ECTS Points	7.5

### Aims of Module

To provide students 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

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 the business environment.
- 2 Critically assess the alternative theories of markets, business objectives and behaviour.
- 3 Apply a range of advanced and specialised theories, models and techniques for analysing business structure, conduct and performance.
- 4 Evaluate the alternative theories and models of international trade, pricing and labour markets.
- 5 Apply business economics knowledge to real world situations.

### Indicative Module Content

Domestic and international economic systems and environments; firms and markets; market structure; structure-conduct-performance paradigm, models of business objectives, cost in theory and practice, pricing in theory and practice, corporate strategy and business economics, international business strategy, international competitiveness, government policy and labour, skills and wages.

### Module Delivery

The module is delivered on campus by lectures, interactive group work, presentation based tutorials and directed self-study. The module is delivered online by self directed study learning from paper-based or web-based learning materials, supported by seminars and/or on-line support.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Coursework including assessed module participation				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D.

Module Grade	Minimum Requirements to achieve Module Grade:
A	A
B	B
C	C
D	D
E	E
F	F
NS	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

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