Course Handbook

Module Title: Business Economics

Programme: Bachelor of Arts in Business Administration (BBA)

Academic Level: MQF Level 6

Credit Value: 12 ECTS

Academic Year: [Insert Academic Year]

Semester: [Insert Semester]

Module Leader: [Insert Name & Contact Information]

Location / Mode of Delivery: [e.g., Campus / Online / Hybrid]

1. Module Description

This module introduces students to the key principles of economics and how they apply to real-world business decision-making. It explores the behaviour of firms and consumers in various market structures and provides analytical tools to evaluate pricing, costs, and economic performance in the face of internal and external factors.

2. Learning Outcomes

On successful completion of this module, students will be able to:

1. Analyse different market structures and their characteristics.
2. Apply the principles of demand and supply to pricing strategies.
3. Evaluate pricing decisions using elasticity concepts.
4. Assess cost structures and the role of economies of scale.
5. Examine the impact of macroeconomic indicators (e.g., inflation, GDP) on business performance.
6. Develop strategic insights using economic frameworks.

3. Indicative Content

- Introduction to Business Economics
- Demand and Supply Theory
- Elasticity of Demand and Supply
- Cost Structures and Break-Even Analysis
- Market Structures: Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition
- Pricing Strategies and Business Decisions
- Economies of Scale and Production Efficiency
- Government Intervention and Market Failure
- Macroeconomic Influences: GDP, Inflation, Unemployment, Fiscal and Monetary Policy
- Case Studies: Industry Applications

4. Teaching & Learning Strategy

- **Lectures:** Theoretical concepts and real-world applications
- **Seminars:** Group work, case study analysis, and discussions
- **Workshops:** Diagram practice, pricing strategies, and elasticity simulations
- **Independent Study:** Reading academic sources and completing assignments

5. Assessment Strategy

Component	Type	Weighting	Description
Final Examination	Written Exam	100%	Comprehensive test covering all module topics

6. Assessment Criteria

Refer to the assessment brief for detailed criteria. Key criteria include:

- Understanding of economic concepts and market structures
- Application of theory to real-life business examples
- Use of diagrams and quantitative data
- Critical analysis and argument development
- Quality of referencing and academic writing

7. Learning Resources

Core Textbook:

- Sloman, J., & Garratt, D. (2021). *Economics for Business* (8th Edition). Pearson.

Recommended Reading:

- Mankiw, N. G. (2020). *Principles of Economics*
- Lipsey, R., & Chrystal, K. (2015). *Economics* (13th Edition)
- The Economist Magazine, IMF and World Bank Reports

Online Resources:

- IMF Data
- World Bank Open Data
- Investopedia: Economic Concepts

8. Academic Support

- **Writing Centre:** Academic writing and referencing support
- **Library Access:** Physical and digital resources
- **Consultation Hours:** Weekly tutor sessions by appointment
- **Online Forum:** Moodle discussion board for Q&A

9. Referencing Requirements

- **Style:** Harvard Referencing Style
- **Guide:** Harvard Referencing Guide – University of Leeds

10. Plagiarism & Academic Integrity

Students must submit original work. All coursework will be scanned by Turnitin. Any form of plagiarism or collusion will be treated seriously in line with institutional policy and may result in a fail grade or disciplinary action.

11. Late Submission Policy

Work submitted after the deadline without prior approval will be penalised at **5% per day**, up to 5 days. Work more than 5 days late will not be marked.

12. Reassessment

Students who do not achieve a pass will be provided with reassessment opportunities in line with university guidelines. This may include a modified coursework or exam.

13. Module Weekly Breakdown (Indicative Schedule)

Week	Topic	Activities
1	Introduction to Business Economics	Lecture + Icebreaker Discussion
2	Demand and Supply Concepts	Diagram Practice + Market Examples
3	Price Elasticity and Applications	Elasticity Calculations
4	Cost Structures and Economies of Scale	Break-even Analysis
5	Market Structures	Case Study: Airlines, Telecom
6	Pricing Strategies	Guest Speaker / Group Presentations
7	Macroeconomic Variables	Data Interpretation Workshop
8	Government Intervention and Regulation	Debate and Policy Critique
9	Coursework Writing Support	Workshop and 1-on-1 Feedback Sessions
10	Revision and Exam Preparation	Practice Papers + Q&A

14. Contact Details

Module Leader: [Insert Name] **Email:** [Insert Email Address] **Office Hours:** [Insert Days/Times]