

Module Title

Business Economics

Module Code

BECO-601

Level / Year of Study

MQF Level 6 / Year 2

Credit Value

12 ECTS

Module Leader / Tutor Name

[Insert Name]

Assessment Title

Economic Analysis of Market Structure and Business Strategy

Assessment Type

Coursework (Analytical Report)

Assessment Weighting

100% Final Examination

Submission Format

Via LMS Turnitin (PDF or Word format)

Assessment Overview / Task Description

This assignment requires students to apply core economic theories to a real-world company or industry sector. The focus is on analysing market structure, pricing strategies, supply and demand factors, cost structures, and macroeconomic influences affecting business behaviour and performance. The assignment must demonstrate the student's ability to apply theory to practice through critical analysis.

Assessment Aim and Learning Outcomes

Aim: To demonstrate understanding and application of key business economics principles in analysing real-world markets and strategy.

Learning Outcomes Assessed:

- Evaluate different market structures and their impact on competition.
- Apply supply and demand principles to real-life pricing scenarios.

- Analyse price elasticity and cost structures in decision-making.
- Examine macroeconomic variables and their influence on business performance.

Assessment Instructions / Requirements

Length: 3,000 words $\pm 10\%$ **Structure:**

1. **Introduction**
2. **Market Structure Analysis**
3. **Demand & Supply Application** (+ diagram)
4. **Pricing and Elasticity**
5. **Cost Analysis and Economies of Scale**
6. **Macroeconomic Influences**
7. **Conclusion**
8. **References** (Harvard style)

Sources: Minimum of 8 academic/reliable references **Format:** Typed, 1.5 line spacing, 12pt font, standard margins **Referencing Style:** Harvard (see Referencing Guide below) **Tools:** Graphs, tables, and figures encouraged where relevant

Assessment Criteria / Marking Scheme

Criteria	Weight
Understanding of Market Structures	15%
Application of Demand/Supply Theory	15%
Pricing & Elasticity Evaluation	15%
Cost & Economies of Scale Analysis	15%
Macroeconomic Factors & Impact	15%
Report Structure & Referencing	10%
Presentation of Diagrams/Examples	15%

Assessment Weighting Criteria

No additional weighting breakdown. Coursework counts for 100% of the final module grade.

Referencing Style Guide

Harvard Referencing Style is mandatory. Refer to: <https://library.harvard.edu/research/guides/citation-tools>

Academic Integrity and Plagiarism Warning

All work must be original and properly referenced. Submissions will be checked via Turnitin. Academic dishonesty will be penalised in line with institutional policy, which may include failing the assignment or the module.

Support and Resources Available

- Core Textbook: *Sloman, J., & Garratt, D. (2021). Economics for Business*
- Library Database Access (e.g., JSTOR, World Bank, IMF)
- Academic Writing Centre (workshops and tutorials)
- Office hours with your tutor [Insert Days/Times]

Late Submission Policy

Late submissions without approved extensions will receive penalties as per academic regulations (e.g., -5% per day for up to 5 days, then zero mark).

Resit / Reassessment Information

If you fail this assessment, you may be required to complete an equivalent resit task. Details will be provided upon result release and are subject to institutional reassessment regulations

Feedback and Grade Release

Grades and feedback will be released via Moodle within **3 working weeks** of the submission deadline.

Appendices (if needed)

- Marking Rubric
- Sample Diagrams (Supply & Demand)
- Example Market Structure Table

Checklist Before Submission

- Word count within 3,000 $\pm$ 10%
- Minimum 8 reliable references
- Harvard citations throughout
- Diagrams labelled and explained
- File submitted in correct format (Word or PDF)
- Turnitin receipt downloaded

Common Mistakes to Avoid

- Vague or generic analysis
- Overuse of Wikipedia or non-academic sources
- Failing to connect theory to the chosen company
- Missing or unlabelled diagrams
- No citation of sources

Exemplar / Sample Work or Extracts (anonymised)

Available upon request from the module tutor or LMS resource section.

Grading Classification:

Grade	Range	Classification	Description
A	85% – 100%	Distinction	Demonstrates exceptional understanding and application of subject matter. Work is exemplary, showing a high level of originality, insight, and mastery.
B	70% – 84%	Merit	Shows a strong understanding and effective application of key concepts. Performance exceeds basic requirements and reflects proficiency and insight.
C	50% – 69%	Pass	Meets the minimum standards. Demonstrates a basic understanding and application of the subject, but with clear room for development and improvement.
F / UN	0% – 49%	Fail / Ungraded	Does not meet minimum academic standards. Performance lacks the required understanding, application, or mastery of the subject.

