

BUSINESS ECONOMICS

Unit Reference Number	J/617/3287
Unit Title	Business Economics
Unit Level	4
Number of Credits	20
Total Qualification Time	200
Mandatory / Optional	Mandatory
SSAs	15.1 Accounting and finance
Unit Grading Structure	Pass

Unit Aims

The aim of the unit is for learners to understand the macro- and micro-economic factors that impact on businesses and the international environment as a whole.

Learning Outcomes and Assessment Criteria

Learning Outcomes- The learner will:	Assessment Criteria- The learner can:
1. Understand how macro-economic factors impact upon business organisations.	1.1 Describe key macro-economic factors. 1.2 Analyse the importance of the macro-economic environment to a specific business organisation. 1.3 Assess the impact of changes in the macro-economic environment on a specific business organisation.
2. Understand how micro-economics factors impact upon business organisations.	2.1 Describe key micro-economic factors. 2.2 Analyse the importance of the micro-economic environment to a specific business organisation. 2.3 Assess the impact of changes in the macro-economic environment on a specific business organisation.
3. Understand how macro-economics and micro-economics apply to the international business environment.	3.1 Explain the importance of the macro-economic and micro-economic environment in an international business context. 3.2 Evaluate the impact of changes in the macro-economic and micro-economic environment in an international business context.

Indicative content

Learning Outcome 1

Key factors and importance of and impact on business: markets (perfect competition, monopoly, monopolistic competition, oligopoly); competitive advantage (strategies adopted by firms, regulation of competition, supply and demand, elasticity of demand and supply, customer perceptions and actions, pricing); concepts (monetary and fiscal policies, market structure, competition policies).

Learning Outcome 2

Micro-economic factors and importance to and impact on businesses: cost and output decisions; economies and diseconomies of scale; short and long run; multi-national and transnational corporations; joint ventures; outsourcing; core markets; Labour (employee skills, markets); technology; innovation; research and development; core competencies; business environment (political, economic, social, technical, legal, environmental); cultural environment.

Learning Outcome 3

Importance of and impact of economic factors in international environment: allocation of scarce resources; government borrowing; inflation; resources; balance of payments; taxation; type of economic system; availability of labour; balance of trade; exchange rates; trading partners; public finances; business behaviour; economic goals; control of aggregate demand; central and local government spending; international business environment (political, economic, ethical, social, technical, legal, environmental); protectionism; market opportunities; global growth; World Trade Organisation (WTO); emerging markets (BRICS economies – Brazil, Russia, India, China, South Africa); EU membership; EU business regulations and their incorporation in to UK law; EU policies; Customs unions and trading blocs – NAFTA, EU etc.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria to be covered	Type of assessment	Summary of quantity/quality
LO 1 - 4	All under LO 1-4	Coursework	3000

Indicative Reading List

Slovan, J. and Hinde, K. (2007). *Economics for Business*; 4th edition, Harlow: Pearson Education

Wetherly, P. and Otter, D. (2008). *The Business Environment*, Oxford: Oxford University Press