1. **Title of the module**

BUSN9127 (CB9127) Business Economics

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

MSc Finance (Finance, Investment and Risk)

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Show a systematic knowledge, understanding and critical awareness of the theory in business economics.

8.2 Show a comprehensive understanding of the complex techniques applicable to solve problems in business economics.

8.3 Appreciate recent developments and methodologies in economics and the links between economic theory and its practical application in business and to critically evaluate such methodologies.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Adopt a logical mathematical approach to solving complex problems including cases where information/data is not complete.

9.2 Exhibit skills in written communication to both technical and non-technical audiences

9.3 Use of relevant information technology.

9.4 Implement effective time management, organisation and studying so that tasks can be planned and implemented at a professional level.

1. **A synopsis of the curriculum**

The module looks at the working of competitive markets, consumer demand and behaviour, product selection, marketing and advertising strategies, costs of production, production function, revenue and profit, profit maximisation under perfect competition and monopoly, imperfect competition, business strategy, the objectives of strategic management, firms’ growth strategy, pricing strategies, government intervention, international trade, balance of payment and exchange rates, the role of money and interest rates in the economy, the level of business activity, unemployment, inflation, and macroeconomic policy.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Begg, D. and Ward, D. (2016) *Economics for Business*, 5th Ed., Maidenhead: McGraw Hill

Sloman, J., Garratt, D., Guest, J. and Jones, E. (2016) *Economics for Business* 7th Ed., Harlow: Pearson Education Ltd

1. **Learning and teaching methods**

Total contact hours: 36

Private study hours: 114

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual Essay (2000 words) (30%)

Examination, 2 hours (70%)

13.2 Reassessment methods

Like for like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| Lectures | X | X | X | X | X |  |  |
| Seminars | X | X | X | X | X | X | X |
| Independent Study | X | X | X | X | X | X | X |
| **Assessment method** |  |  |  |  |  |  |  |
| Examination | X | X | X | X | X |  | X |
| Coursework Essay | X | X | X | X | X | X | X |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Businesses operate in an international environment. All module topics (subject content) are taught from an international angle.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018