

Liverpool John Moores University

Title: BUSINESS ENVIRONMENT
Status: Definitive
Code: **4002BUSHN** (108179)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Cliff Baker	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 49.00
Total Learning Hours: 120
Private Study: 71

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Written Report (1,000 words)	50.0	
Exam	AS2	Multiple Choice Test	50.0	1.00

Aims

To provide an introduction to the macroeconomic environment within which firms operate.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and explain the main macroeconomic relationships that help define the macroeconomic context in which firms operate and business decisions are taken.
- 2 Explain the causes of inflation and unemployment and the policy remedies.
- 3 Explain how fiscal and monetary policy work in the UK today and their implications for business.
- 4 Describe the main concepts behind the balance of payments and exchange rate systems.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1				
EXAM	1	2	3	4	

Outline Syllabus

The macroeconomic environment: key indicators, economic growth, unemployment, inflation, balance of payments and exchange rates.

Inflation: causes and remedies.

Unemployment: causes and remedies.

Policy choice options: fiscal policy, monetary policy, exchange rate systems.

Learning Activities

Lectures and workshops

References

Course Material	Book
Author	Sloman, J. and Hinde, K.
Publishing Year	2007
Title	Economics for Business,
Subtitle	
Edition	4th edition,
Publisher	FT/Prentice Hall,
ISBN	1405847032

Course Material	Book
Author	Mulhearn, C., Vane, H.R. and Eden, J.
Publishing Year	2001
Title	Economics for Business,
Subtitle	
Edition	

Publisher	Palgrave,
ISBN	0333914767

Notes

The module notes focuses on the external influences on business organisations. It will develop an understanding of the framework within which governments formulate policy and within which firms operate.

The phasing of the coursework allows formative feedback to be given in preparation for the terminal summative assessment.

The exam will take the form of multiple-choice questions on the entire syllabus of the semester.