

Liverpool John Moores University

Title: MICROECONOMICS
Status: Definitive
Code: **4500AE** (107269)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 33.00
Total Learning Hours: 120
Private Study: 87

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	26.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50.0	1.00
Essay	AS2	Individual Essay (1500 words)	50.0	

Aims

To provide an introduction to economics as a basis for further study of economic issues in higher level modules. The emphasis will be on building a conceptual microeconomic framework with which to analyse real world business issues.

Learning Outcomes

After completing the module the student should be able to:

- 1 Define the central economic problem of scarcity and the concept of economic efficiency and compare how different economic systems tackle the central economic problem.
- 2 Explain how supply, demand and prices are determined and how the market operates.
- 3 Explain the concept of elasticity and calculate price, income and cross-price elasticity.
- 4 Explain the relationship between inputs and outputs, and determine the profit maximising level of output for firms and describe the implications of different market structures for profit maximisation and economic efficiency.
- 5 Describe the determinants of demand and supply of labour and how wage rates are determined.
- 6 Define and illustrate market failure and debate the need for government intervention.
- 7 Relate microeconomic concepts to real-world issues and explain real-world issues based on microeconomic theory and represent simple economic relationships in diagrams and formulae.

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6	7
ESSAY	1	2	3	4	7		

Outline Syllabus

1. *The economic problem*
2. *Economic systems*
3. *The market mechanism: demand, supply, and price determination*
4. *Elasticity of demand and supply (price, cross-price, income)*
5. *Short-and long-run costs, revenue and profit maximisation*
6. *Competition and market structures*
7. *Labour markets and wage determination*
8. *Market failure and government intervention*

Learning Activities

Lecture and tutorials with interactive, problem-based learning activities.

References

Course Material	Book
Author	Sloman, J
Publishing Year	2007

Title	Essentials of Economics
Subtitle	
Edition	
Publisher	4th edition, Pearson Education
ISBN	

Course Material	Book
Author	Begg, D
Publishing Year	2008
Title	Economics
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Financial Times, The Economist, other relevant news articles
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

An introduction to basic economic theory and concepts as a foundation for further study.

This module will develop a structured understanding of the economic and business environment within which firms operate and thereby form the basis for many other modules at higher levels.

Formative feedback will be provided with tutorials and the coursework; summative feedback will be provided with coursework and examination.

The coursework also applies and exercises key academic writing and basic literature search skills as introduced in the Business Skills module.