

## The Global Marketplace

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4602TECYPC
Formal Module Title	The Global Marketplace
Owning School	Engineering
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

#### Learning Methods

Learning Method Type	Hours
Lecture	24
Tutorial	18

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

Aims	To understand the economizing problem, specific economic issues and policy alternatives. To understand and apply economic perspectives and reasons accurately and objectively. To relate economic issues with business.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Understand the roles of firms, consumers and government in markets: why economics matters for business
MLO2	2	Understand market concentration and power.
MLO3	3	Relate economic growth and business cycles.
MLO4	4	Understand balance of payments, exchange rates, currencies and deficit correction.

## Module Content

Outline Syllabus	Microeconomics The problems of scarcity and resource allocation Comparison of different economic systems How price mechanism operates Market structure – Perfect, monopolistic, oligopoly and monopoly. Macroeconomics Government - monetary and fiscal policy, national income Inflation and employment International trade- balance of payments, exchange rates and deficit correction Trading groups and trade negotiations Laws related to business operation in Malaysia- Companies Act 1965/ The Sale of Goods Acts. 1957
Module Overview	
Additional Information	Introduces students to the fundamental aspects of economics and their relationship to business and government. This module forms an essential background to other business oriented modules.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report writing	100	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings