

Liverpool John Moores University

Title: Economics
Status: Definitive
Code: **6504PMBML** (120809)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Study Group

Team	Leader
Kamila Tomczak	Y

Academic Level: FHEQ6
Credit Value: 15
Total Delivered Hours: 70
Total Learning Hours: 150
Private Study: 80

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	60
Tutorial	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Present	15 minute poster presentation	40	
Essay	Essay	2000 word project	60	

Aims

This module provides students with an understanding of economic theories and systems and the economic environment in which businesses and other organisations operate. The aim is to offer a sound knowledge base of economic theories and systems for the next level of study on a postgraduate programme and to enable students to examine critically economic topics, problems and issues. Students will also be introduced to common models used in marketing and how these consider the wider economic climate.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply economic knowledge to marketing approaches
- 2 Construct evaluative arguments, opinions and data within their subject area
- 3 Deploy problem solving techniques to help provide solutions to questions posed in their studies
- 4 Communicate their views and ideas effectively in a range of media
- 5 Examine critically the information that they will acquire on economics topics, problems and issues

Learning Outcomes of Assessments

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

Presentation	1	4		
Essay	2	3	4	5

Outline Syllabus

Economic models
Marketing models (PESTLE)
Government intervention
Economic growth

Performance of companies

Balance of payments – definition, measurement, causes of deficit/surplus, impact on the economy

Fiscal and monetary policy

Supply side policies

Contemporary themes that are having a specific impact on business financial performance e.g. 'credit crunch', QE

Learning Activities

Seminars, group work, debate and student presentations. Independent learning and self-directed study will support these activities.

Notes

This module will provide students with an introduction to economic theories and principles, and how economics informs approaches to marketing.

This option module is for those students intending to progress to the following postgraduate programmes at level :

MSc Digital Marketing
MSc Entrepreneurship
MSc Financial Management
MA Human Resource Management
MSc International Human Resource Management
MSc Management and Digital Business
MSc Management