

Summary Information

Module Code	6509PMBSG
Formal Module Title	Economics
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	39

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply in-depth economic knowledge to marketing approaches
MLO2	2	Construct and present complex evaluative arguments, opinions and data within their subject area
MLO3	3	Effectively deploy problem solving techniques to help provide solutions to questions posed in their studies
MLO4	4	Communicate their views and ideas effectively and clearly in a range of media
MLO5	5	Examine critically the information that they will acquire on economics topics, problems and issues

Module Content

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
Module Overview	
Additional Information	This module will provide students with an introduction to economic theories and principles, and how economics informs approaches to marketing. Louise Burton - Module Leader.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	40	0	MLO1, MLO4
Essay	Essay	60	0	MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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