

Liverpool John Moores University

Title: Economics
Status: Definitive
Code: **6509PMBSG** (124542)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Amanda Mason	

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 70
Total Learning Hours: 200
Private Study: 130

Delivery Options

Course typically offered: Semester 2 and Summer

Component	Contact Hours
Seminar	60
Tutorial	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	15 minute poster presentation	40	
Essay	Essay	2,000 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 in-depth economic knowledge to marketing approaches
- 2 Construct and present complex evaluative arguments, opinions and data within their subject area
- 3 Effectively deploy problem solving techniques to help provide solutions to questions posed in their studies
- 4 Communicate their views and ideas effectively and clearly 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