

## Liverpool John Moores University

Title: Managerial Economics  
Status: Definitive  
Code: **7330OSTENG** (123052)  
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Technical University of Ostrava

Team	Leader
Stephanie Sturges	

**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 45  
**Total Learning Hours:** 200  
**Private Study:** 155

### Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Seminar	45

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Assignment	4,500 words	100	3

### Aims

*To equip participants with knowledge of fundamental micro- and macroeconomic principles and tools and their relevance to management decision – making.*

*To motivate participants to study business administration in the context of more general economic and social processes.*

*To enable participants to perceive close relationship between the organization and its economic and social environment.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse uncertain economic situations, applying established decision making practice to evidence
- 2 Evaluate the behaviours of organisations as economic actors within the national economy and society.
- 3 Critically analyse and evaluate market structures as part of the economic environment of an organisation.
- 4 Synthesise and evaluate possible government economic policy for given circumstances
- 5 Synthesise and evaluate the possible economic outcomes for an organisation for macroeconomic circumstances

## Learning Outcomes of Assessments

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

Critical Review	1	2	3	4	5
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## Outline Syllabus

*Role of Economics in Problem Solving.*

*Demand Analysis - Demand, Revenues of the Firm, Elasticities, Demand Estimation. Production and Costs Analysis.*

*Markets and the Behaviour of the Firm – Costs, Revenues and Profits; Market Structures.*

*Firm in Regulated Markets – Market Failures; Government Intervention and Regulation of Specific Markets; Firms' Behaviour in Regulated Markets.*

*Macroeconomic Environment of the Firm – Business Cycles; Effects of Government Policies; Effects of Macroeconomic Variables on Firm's Performance.*

*Firm in International Environment – International Trade; Effects of Internalisation and Globalisation; Specifics of International Markets.*

## Learning Activities

Seminars will be mini-lectures with connected discussions. Students will also improve familiarity with the English business terminology within relevant area.

## Notes

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