

Module Information

2022.01, Approved

Summary Information

Module Code	7511YPCM
Formal Module Title	Economics for Business Decision Making
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

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	22
Tutorial	11

Module Offering(s)

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

Aims and Outcomes

Aims	To develop concepts and insights that mainly explores short run business issues. This module will examine the longer run aspects of business and the economic environment in which companies operate in order to equip students with an understanding of concepts in micro and macroeconomics, as relevant for the study of strategic decisions of firms to real world business problems and strategy choices.
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse knowledge in game theory and industrial organisation including theories of monopoly and oligopoly.
MLO2	2	Critically evaluate knowledge of the theory of decision making under uncertainty and auctions
MLO3	3	Investigate understanding on key concepts such as aggregate supply/aggregate demand models, price level by comparing the concept of aggregate demand in a closed and open economics.
MLO4	4	Critically analyse macroeconomic issues with the help of theories by adapting given models to current macroeconomic policy problems.
MLO5	5	Critically evaluate the theory through the macroeconomic models with the purpose of generating economic interpretations on economic growth.

Module Content

Outline Syllabus	Monopoly Pricing Oligopolistic Market Game Theory Choice under Uncertainty Auctions Aggregate Demand in a Closed Economy Aggregate Demand in an Open Economy Aggregate Demand, Aggregate Supply and Price Level Inflation and Unemployment Macroeconomics Policies Economic Growth
Module Overview	
Additional Information	This module will examine the longer run aspects of business and the economic environment in which companies operate in order to equip students with helpful insights to business decision-making and public policy relating to business.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Dissertation	REPORT 1 1500 WORDS	25	0	MLO1, MLO2
Report	REPORT 2 3500 WORDS	75	0	MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Seamus O'Brien	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------