

Liverpool John Moores University

Title: Managerial Economics
Status: Definitive
Code: **7530OSTENG** (120496)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Technical University of Ostrava

Team	Leader
Alastair Balchin	

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: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Assignment	5,000 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 - Perfect Competition, Monopolistic Competition, Oligopoly, Monopoly.

Government Regulation of the Market Economy - Market Failures, Regulation of Monopoly.

Macroeconomic Environment of the Firm.

Organization in the Context of European Integration and Globalization

Learning Activities

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

Notes

Sessions will be based on the lectures connected with discussions. Students will also be familiarized with the English business terminology within relevant area.