

# **Business Economics**

## **BMAN 10612**

### **Credit rating 10**

**Alliance Manchester Business School**  
*Undergraduate*

#### **Level 1**

#### **Course unit overview**

Analyzing market demand, factors affecting firms; cost, profit analysis, pricing, competition in different kinds of market structure, strategic behaviour, firm growth (mergers and acquisitions), the impact of governments on company policies, interpreting economic data, the macroeconomic environment. In analyzing all these topics, the course relies heavily on, and where practical, current examples and case studies.

#### **Aims**

To provide an insight into the nature and usefulness of economic analysis, focusing on those concepts that are relevant to the needs of companies.

#### **Learning outcomes**

At the end of the course students should be able to list and analyse the factors influencing the sales revenue and profitability of companies, explain various pricing concepts and strategies, analyse the factors determining the intensity and type of competition in different markets, understand key strategies used by firms to pursue growth, give examples of the impact that government policies can have on companies, interpret basic economic data, summarise recent developments in the economy and explain the impact that business cycles can have on companies.

#### **Teaching and learning methods**

Lectures: 24 hours - 2 hrs per week x 12 weeks

Private Study: 76 hours

Total Study: 100 hours

Total study hours: 100 hours split between lectures, classes, self study and preparation for classes, coursework and examinations.

#### **Assessment methods**

Written 2 hour examination (100%).

#### **Feedback methods**

- Informal advice and discussion at the end of lectures or during office hours.
- Online exercises and quizzes delivered through the Blackboard course space.
- Responses to student emails and questions..
- Specific course related feedback sessions.
- Generic feedback posted on Blackboard regarding overall examination performance.

#### **Requisites**

### **Recommended reading**

Any of the following books will be good introductory texts to accompany most of the issues in the lectures. Please note, no one text will cover all the issues:

- David Begg & Damian Ward (1st to 5th edition, 2003 to 2016), Economics for Business, McGrawHill

- John Sloman & Kevin Hinde & Dean Garratt (5th edition, 2010), Economics for Business, Prentice Hall

### **Scheduled activity hours**

Assessment written exam	2
Lectures	24

**Independent study hours** 74 hours

### **Additional notes**

Length of course: 12 weeks

Pre-requisites: None

Co-requisites: None

Dependent course units: None

Programme Restrictions: Available as a free choice option to students who have received prior agreement from their registering School. Not available to BSc in Management/Management (Specialism), IMABS, IM, BSc Accounting, ITMB & IBFE.

BMAN10612 is available to visiting and exchange students admitted through the Study Abroad Unit at the University of Manchester.

**Timetable**<https://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Teachingtimetables.aspx>

For Academic Year:

Updated:

**Approved by:**