

Module Details	
Module Title	Economics for Global Business
Module Code	SIB7508-A
Academic Year	2023/4
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	This module seeks to provide students with a critical understanding of the key principles of economics that influences individual, firm-level and government decision-making. It will provide students with a critical understanding of economic theories that explains the nature and behaviour of multinational enterprises (MNEs) in a global context. An overview and clear understanding and appreciation of the relevant micro and macroeconomic concepts that underpin the study of international business would be provided. This would enable students to understand both the external contexts within which MNEs operate and be able to conduct relevant micro and macroeconomic analysis relevant to management decision-making at the global level.
Directed Study	Lectures will provide students with the information on the fundamental principles of economics relevant to decision-making in a globalised world of constant change. Economic theories and examples of how the theories can be used to analyse the strategic behaviour and MNE decision-making would be key. Tutorials and the final coursework assignment will provide students an opportunity to practice and critically assess the nature and structure of international economic environments and formulate strategic responses to the opportunities and challenges it poses to multinational corporations. Tutorials will also be used to provide students with formative feedback on their understanding and application of the module concepts. Tutorial presentations and final coursework will also help students develop transferable skills in research, reading, writing and group-work (learning outcomes). Students will be expected to engage in independent research and reading of academic and practitioner business materials beyond the core text on a weekly basis. The final coursework assignment will assess the achievement of all learning outcomes. This module is designed to help students achieve the following transferable skills: - Communication - Information technology - Analytical skills - Problem-solving - Widening horizons - Improving learning and performance
Lectures	12
Lectures	11
Directed Study	77
Directed Study	Principles of economics relevant to decision-making in a globalised world of constant change. Students will develop a critical understanding of key concepts on: Themes: Part I: Economic choice, scarcity and opportunity cost, resources and resource allocation of MNEs, the law of demand and supply. Part II: Transaction cost and cost analysis of MNEs, market structure and competition (i.e., structure, conduct and performance of companies and markets, market concentration and international competition) Part III: The determinants of national output/income and fluctuations in growth rates including key economic variables (i.e., output, employment and inflation, government fiscal, monetary and supply-side policies, exchange rates and the balance of payments), Bretton Woods and government interventions Part IV: Globalisation, international trade, international investment, global value chains and social, ethics and sustainability

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

## Module Aims

This module seeks to provide students with a critical understanding of the key principles of economics that influences individual, firm-level and government decision-making. It will provide students with a critical understanding of economic theories that explains the nature and behaviour of multinational enterprises (MNEs) in a global context. An overview and clear understanding and appreciation of the relevant micro and macroeconomic concepts that underpin the study of international business would be provided. This would enable students to understand both the external contexts within which MNEs operate and be able to conduct relevant micro and macroeconomic analysis relevant to management decision-making at the global level.

## Outline Syllabus

Principles of economics relevant to decision-making in a globalised world of constant change. Students will develop a critical understanding of key concepts on:

Themes:

Part I: Economic choice, scarcity and opportunity cost, resources and resource allocation of MNEs, the law of demand and supply.

Part II: Transaction cost and cost analysis of MNEs, market structure and competition (i.e., structure, conduct and performance of companies and markets, market concentration and international competition)

Part III: The determinants of national output/income and fluctuations in growth rates including key economic variables (i.e., output, employment and inflation, government fiscal, monetary and supply-side policies, exchange rates and the balance of payments), Bretton Woods and government interventions

Part IV: Globalisation, international trade, international investment, global value chains and social, ethics and sustainability

## Learning Outcomes

Outcome Number	Description
LO1	Demonstrate a critical understanding of economic choice, scarcity and opportunity cost, resources and resource allocation of MNEs, and the law of demand and supply.
LO2	Be able to research and synthesise information on transaction cost and cost analysis of MNEs, market structure and competition; and evaluate the factors influencing the conduct and performance of companies and markets, market concentration and international competition
LO3	Be able to competently analyse data on the determinants of national output/income and fluctuations in growth rates, key economic variables (i.e., output, employment and inflation, government fiscal, monetary and supply-side policies, exchange rates and the balance of payments), Bretton Woods and government interventions
LO4	Critically discuss issues of globalisation, deglobalisation and international trade, MNEs and global value chains, as well as the social and ethical implications of MNEs activities and sustainability.

## Learning, Teaching and Assessment Strategy

Lectures will provide students with the information on the fundamental principles of economics relevant to decision-making in a globalised world of constant change. Economic theories and examples of how the theories can be used to analyse the strategic behaviour and MNE decision-making would be key.

Tutorials and the final coursework assignment will provide students an opportunity to practice and critically assess the nature and structure of international economic environments and formulate strategic responses to the opportunities and challenges it poses to multinational corporations. Tutorials will also be used to provide students with formative feedback on their understanding and application of the module concepts.

Tutorial presentations and final coursework will also help students develop transferable skills in research, reading, writing and group-work (learning outcomes). Students will be expected to engage in independent research and reading of academic and practitioner business materials beyond the core text on a weekly basis. The final coursework assignment will assess the achievement of all learning outcomes.

This module is designed to help students achieve the following transferable skills:

- Communication
- Information technology
- Analytical skills
- Problem-solving
- Widening horizons
- Improving learning and performance

### Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Assignment	100%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*