

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Postgraduate Diploma in Business Administration (Entrepreneurship and Innovation)
Module Title	Economics for managers
Module Syllabus No. (if any)	BAM020
Content	This module aims to introduce students without economic background to basic concepts and models in Economics. The rationale of this module is to introduce students without economic background to basic concepts and models in Economics. The module aims to simplify complex economic concepts to enable the students to implement them in a business framework. Students seeking to proceed to an interdisciplinary working environment need to develop an understanding of these concepts and this module meets these needs.
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	One two-hour unseen written examination (70%) One 2,000 words assignment (30%).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Please refer to <a href="http://www.london.ac.uk">www.london.ac.uk</a> exam tables June, August/September, December and February/March
Recommended Text	Robert Pindyck, Daniel Rubinfeld, Microeconomics 8th Edition, Prentice Hall, 2013 (new edition due in Aug 2016) Paul G. Farnham, Economics for Managers 3rd Edition, Prentice Hall, 2013
Additional Reference Texts (if any)	
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Describe and judge how firms make decisions and the factors that determine these decisions. Understand how changes in policy affect firms and consumers' behaviour
2	Explain and evaluate the concept of market failure. Identify the links between current economic environment and economic theory
3	Understand and critically evaluate current research in economic analysis in business context. Apply economic concepts to real-life events and recognise unstated assumptions
4	Use analytical tools and techniques to appraise the relevance of various factors in business decision-making. Apply an economic way of thinking
5	The techniques to make efficient allocation of limited resources The ability to deal with complex economic issues, and make sound judgements when adapting to changes or incomplete information (including the ability to make managerial decisions in high-risk environments and improve performance of managerial duties)
6	Reasoning and problem-solving skills. Independent study skills
7	Digital and information literacy skills Skills of interpretation of information presented in numerical and graphical forms
8	Communication skills (including effectively using the language of economics and the ability to communicate ideas and argue in a clear and logical way and with reference to the language of economics)

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.