



Module Specification

Business Economics

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Part 1: Information

Module title: Business Economics

Module code: UMETAM-30-1

Level: Level 4

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Economics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module offers a comprehensive introduction to fundamental economic concepts and principles. Its goal is to provide students with a solid understanding of how economic theories and models explain decision-making processes, both at the individual and firm level, as well as their broader impact on the business environment and policy development.

Features: Not applicable

Educational aims: This module improves students' capacity for critical and analytical thinking regarding economic issues, empowering them to apply economic reasoning to comprehend real-world scenarios effectively. By introducing foundational economic concepts and theories, the module aims to demonstrate their practical applications in solving real-world problems and role in shaping policy and influencing businesses.

The module endeavours to foster the development of critical skills through the analysis of decision-making processes undertaken by both individuals and firms across diverse contexts. This analytical approach equips students with valuable insights for informed economic analysis and decision-making, thereby enhancing their ability to navigate complex economic landscapes.

Furthermore, the module delves into the intricate interplay of economic forces within the broader economy. By providing students with insights into the functioning of the economy as a whole, it enables them to discern and analyse the interactions between different economic agents and sectors. This understanding facilitates the recognition of how changes in one area of the economy can reverberate throughout other sectors, ultimately contributing to a more comprehensive grasp of economic dynamics.

In essence, this module serves as a foundational platform for students to explore and comprehend the complexities of economics, equipping them with analytical skills and insights essential for addressing real-world economic challenges with confidence and efficacy.

Outline syllabus: Economic Way of Thinking

Supply and Demand Analysis

Consumer Theory

Producer Theory

Market Structures

Macroeconomic Concepts

Monetary System

Aggregate Demand and Supply

Monetary and Fiscal Policy

Open Economy and Exchange Rates

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based a combination of lectures and seminars.

Lectures will sometimes be driven by theory, sometimes by current events but always connecting the theory to reality in order to provide students with tools to analyse economic problems and to understand the limitations of theory and modelling. This will result in a deeper learning experience. To support students' learning, extensive use will be made of VLE (Virtual Learning Environment) for weekly guided independent study work. Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module.

The teaching approach in this module will follow the pedagogical principle of the 3Ps: prepare, participate, and practise. In the preparation phase, relevant teaching materials will be accessible to students on VLE (Virtual Learning Environment) before the scheduled sessions which includes lecture slides, seminar questions, recommended readings and video recordings for each week. It is expected that students review the relevant weekly materials prior to attending class. In the participation phase, students are expected to attend both lectures and seminars. Lectures will primarily concentrate on core concepts, emphasising theory and its practical applications. Additionally, these sessions will include group discussions initiated by questions from the lecturer, as well as the use of interactive polling tools. These tools serve to encourage interactive engagement among students and provide immediate formative feedback. The practise phase will be mainly addressed during the seminars, where students will delve into and apply the lecture material. As additional practise opportunity for the students, tutorial solutions, assessment information, and links to previous/sample examination papers will be available on module's VLE (Virtual Learning Environment) page.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand and explain fundamental economic concepts and their capacity to address real world problems.

MO2 Explain how macroeconomic theories and models shape policy development.

MO3 Evaluate decision-making processes of individuals and firms in various straightforward economic contexts.

MO4 Explain the dynamics of economic principles and their impact on the business environment.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Staff-guided learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Summative assessments will comprise of a 1500 word written assignment (Task 1) and in-class set exercises (Task 2) each carrying equal weight.

The set exercises will comprise of 2x40 mins in-class tests comprising both multiple choice questions and short answer questions testing students ability to apply economic concepts to given scenarios.

Students who are required to do resit will be required to attend a timetabled in-person re-assessment where both the exercises will be completed in a single timetabled session.

The written assignment will evaluate students' critical thinking skills through the analysis and discussion of provided topics or scenarios in an integrated case study.

Assessment tasks:

Set Exercise (First Sit)

Description: 2x40 mins in-class tests comprising of MCQs and short answer questions.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (First Sit)

Description: 1500-word written assignment

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

Set Exercise (Resit)

Description: 2x40 mins in-person tests held during resit examination period. This test will be timetabled and students will complete both exercises in a single timetabled session.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (Resit)

Description: 1500-word written assignment

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2025-26

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2025-26

Business Management and Economics [Frenchay] BA (Hons) 2026-27

Business Management and Economics [Villa] BA (Hons) 2026-27