



Module Specification

Applied Economics and Professional Practice

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Part 1: Information

Module title: Applied Economics and Professional Practice

Module code: UMETAT-30-3

Level: Level 6

For implementation from: 2027-28

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: "Applied Economics and Professional Practice" is a comprehensive module integrating economic theory with practical application. Students will delve into economic evaluation techniques, mastering the art of applying economic thinking to real-world scenarios. The module explores how economists analyse public programs and large-scale projects, emphasising critical evaluation and decision-making skills. Additionally, it provides insights into the professional development of economics analysts, preparing students for careers in various sectors. Through a

blend of theory and hands-on exercises, participants will gain a holistic understanding of applied economics and its significance in professional practice.

Features: Not applicable

Educational aims: The module aims to equip students with a multifaceted understanding of economic principles and their practical application. By delving into economic evaluation techniques (as exemplified by the Treasury's "Green Book"), students develop proficiency in analysing real-world scenarios (applying economic thinking to both economic and non-economic things). They will explore how economists navigate the complexities of public programs and large-scale projects, honing their critical thinking and decision-making abilities. Moreover, the module fosters the professional growth of economics analysts, emphasising the acquisition of relevant skills for successful careers in diverse industries. Through comprehensive instruction and experiential learning, students emerge prepared to tackle complex economic challenges and contribute meaningfully to professional practice.

Outline syllabus: Block 1: Foundations of Applied Economics - Introduction to Economic Evaluation Techniques

Block 2: Economic Analysis in Public Programs - welfare economics and public goods

Block 3: Analysis of Large-scale Projects

Block 4: Professional Development for Economics Analysts

Part 3: Teaching and learning methods

Teaching and learning methods: The teaching and learning strategy for "Applied Economics and Professional Practice" centres on a Prepare, Participate, and Practise (3Ps) approach. Preparation involves pre-class readings and materials to familiarise students with concepts before engaging in interactive lectures. Participation encourages active engagement through class discussions, debates, and group activities, fostering collaboration and critical thinking. Practice emphasises hands-on application through case studies, simulations, and real-world projects, enabling students to develop practical skills and problem-solving abilities. This comprehensive strategy ensures a dynamic and immersive learning experience,

equipping students with the tools and expertise for success in both academic and professional settings.

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

MO1 Critically apply the economic thinking that underpins the practice of economic evaluation.

MO2 Critically appraise and apply economic evaluation techniques to complex multifaceted investment projects.

MO3 Present technical information appropriately depending on audience and media of communication.

MO4 Critically evaluate their own professional performance.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umetat-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umetat-30-3.html>

Part 4: Assessment

Assessment strategy: Students will undertake multifaceted assessments. Firstly, they will engage in a comprehensive case study (task 1), demonstrating their proficiency in applying economic evaluation techniques to real-world scenarios and through the writing of a 2500-word technical report. Secondly, students will deliver a client-facing briefing (task 2), where they will present the technical design of their analysis to a non-technical "client" and a 360 review of their performance. This exercise assesses their ability to communicate complex economic concepts effectively. Through these assessments, students showcase their analytical prowess,

problem-solving abilities, and aptitude for professional communication, preparing them for diverse career paths in economics.

Assessment tasks:**Case Study (First Sit)**

Description: A 2500-word technical report that evaluates a real world project/programme/event.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (First Sit)

Description: Client Facing Briefing - a 10-minute presentation with 5 minutes Q&A to the "client" for their case study - 2 page briefing note also required in support of presentation and a reflective review on the students' professional performance.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Case Study (Resit)

Description: A 2500-word technical report that evaluates a real world project/programme/event.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: Client Facing Briefing - a 10-minute presentation with 5 minutes Q&A to the "client" for their case study - 2 page briefing note also required in support of presentation and a reflective review on the students' professional performance.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Economics [Villa] BA (Hons) 2025-26

Business Management and Economics [Villa] BA (Hons) 2025-26

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