



**CITY UNIVERSITY
LONDON**

MODULE SPECIFICATION

KEY FACTS

Module name	Introduction to Economics
Module code	AS0003
School	Cass Business School
Department or equivalent	UG Programme
UK credits	20
ECTS	10
Level	3
Delivery location (partnership programmes only)	

MODULE SUMMARY

Module outline and aims

Economics is not something that should be restricted to the realm of professional economists or academics, it affects almost everything we do. It not only has relevance at work or at the shops, but also at home and when we elect our governments. It influences how well we look after the environment, we can care for the poor and disadvantaged, we can allocate resources for us and others to enjoy, and what we leave for future generations.

The module is designed to equip you with the toolkit and give you the practice in applying this toolkit so that you can discover just how useful economics really is. At the outset, the module will introduce you to the central issues of scarcity and choice, and the extent of government involvement in decision-making. Next we outline economic reasoning, and discuss how our understanding is advanced by the interaction between theories and practical application.

A natural next step is to explore the area of microeconomics, where the primary objective is to develop an understanding of microeconomic theory and principles to a level that enables you to understand how markets work and why different markets exhibit different forms of behaviour. This part of the module analyses the decision-making of households and firms, and provides an overview of the 'efficiency' of market systems and the public policy response to 'market failure.'

After our study of microeconomics, we turn our attention to examining the economy as an inter-related system, thereby embarking upon the study of macroeconomics. It requires the sequential development of an analytical model within which you can appreciate the determinants of the major economic aggregates and how they interact with one another. Using this model, we will seek to explain and integrate; output,

unemployment, inflation, wage rates, consumption, investment, taxation, government spending, imports, exports, interest rates and exchange rates. As part of the module, you will identify, analyse and evaluate economic data relating to the performance of the United Kingdom (UK) economy.

The module will conclude with an examination of the European Union (EU). In particular, we will focus upon economic integration and the development of the single European market together with European Monetary Union (EMU). Finally, the often, fractious relationship between the UK and the rest of the EU will be explored in some depth.

This module aims to:

- Introduce you to the main theoretical concepts and ideas in economics so that you can relate economic theory to the real world economy.
- Equip you with the tools necessary to analyse current economic issues and develop your appreciation of the extent to which economic concepts can be applied to problem solving.
- Enable you to coherently analyse issues that confront modern economies and to critically evaluate the conduct of economic policy.
- Provide you with the insight into the workings of the economy and the potential impact of policy upon the welfare of economic agents; such as consumers, workers and firms.

A study skills component will be integrated into this module, where the material will be incorporated into the subject matter that you are learning as part of your study of economics. The aim will be to develop a series of skills that will improve your chances of successful study at degree level. These will include learning about various study techniques, listening and taking notes, carrying out research, essay writing, enhancing your ability to organise yourself and your time effectively. Another important aspect will be to improve your communication and presentation skills, so that you can acquire greater self-confidence. The focus will be upon developing your skills in both verbal and written expression, which is necessary for the successful articulation and projection of your knowledge and ideas.

Content outline

- Economics and the economy
- Tools of economic analysis
- Demand, supply and the market
- Principles of microeconomics
- Consumer choice and demand decisions
- Costs and supply
- Perfect competition and pure monopoly
- Market structure and imperfect competition
- The labour market
- Factor markets and income distribution
- Welfare economics
- Government spending and revenue
- Principles of macroeconomics
- Output and aggregate demand
- Fiscal policy and foreign trade

- Money and banking
- Interest rates and monetary transmission
- Aggregate supply, prices and adjustments to shocks
- Inflation, expectations and credibility
- Unemployment
- Exchange rates and the balance of payments
- Business cycles
- Supply-side economics and economic growth
- International trade
- The European Union; EMU and EMS
- The UK and the global economy

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Describe ways in which society decides what, how and for whom to produce.
- Understand how to evaluate and interpret economic concepts and theories.
- Demonstrate the ability to utilise, evaluate and interpret economic analysis in problem solving.
- Understand the workings of the economy and articulate the potential impact of policy upon the welfare of economic agents.
- Demonstrate a substantive working knowledge of microeconomic principles and be able to use these to explain and interpret contemporary microeconomic issues.
- Analyse how changes in incentives affect the behaviour of households and firms.
- Critically appraise the effectiveness of markets in allocating scarce resources.
- Understand the rationale for government intervention and the regulation of markets.
- Explain and analyse the determinants of the major macroeconomic aggregates.
- Analyse the interdependencies between macroeconomic aggregates in the context of a theoretical model of the economy.
- Critically evaluate the principal differences between alternative macroeconomic schools of thought.
- Comprehend the economic rationale behind the single European market and the single currency.

Skills:

- Understand the concept of scarcity, allocation of resources and opportunity cost.
- Differentiate between positive and normative economics.
- Understand how price adjustment reconciles demand and supply in a market.
- Analyse what shifts demand and supply curves.
- Calculate price/cross-price/income elasticities and describe how they measure

responsiveness.

- Recognise why theories deliberately simplify reality and demonstrate how to build a simple theoretical economic model.
- Use a conceptual model of the economy to formulate views and opinions on current macroeconomic problems and policies.
- Analyse how fiscal policy affects aggregate demand.
- Describe the role of central banks, how they can affect money supply and how they set interest rates.
- Apply the IS-LM model to determine the equilibrium in the output and money markets.
- Construct a robust and understandable spreadsheet.
- Construct a well-designed and presented document in Word.
- Design and deliver a presentation that informs the intended audience.

Values and attitudes:

- Demonstrate the ability to express concepts and arguments with clarity and confidence.
- Appreciate the role and the responsibilities that an economist has in communicating to market participants and other stakeholders with respect to the interpretation of economic variables and events, and how the economy functions.
- Understand the need for study skills to enable you to achieve your full potential.
- Recognise the principles of good academic practice.
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

HOW WILL I LEARN?

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures. You may also spend time working through sample exercises and questions. In addition, you will be preparing and undertaking your coursework assignments.

Teaching pattern:

Teaching	Teaching	Contact	Self-directed	Placement	Total
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component	type	hours (scheduled)	study hours (independent)	hours	student learning hours
Lecturers	Lecture	60	120		180
Study skills workshop	Practical classes and workshops	5	15		20
Totals		65	135		200

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Coursework only. The coursework will be in the form of three on-line tests, each carrying a weighting of 5% towards the final mark; three in-class tests, each carrying a weighting of 25%; and one take home assignment, carrying a weighting of 10% towards the final mark.

For the study skills component, two non-graded submissions will be required relating to managing your studies including notes and assessments, designing a presentation and communicating ideas effectively. These submissions will have direct reference to the material covered as part of the economics subject matter.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	On-line tests	15%	0	N/A
Coursework	In-class tests	75%	0	N/A
Coursework	Written assignment, including essay	10%	0	N/A
Coursework	Study skills - written assignments	0%	N/A	Pass/Fail

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 50%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Begg D., Vernasca, G., Fisher S., and Dornbusch R., 2014. *Economics*. 11th ed. New York: McGraw-Hill.

Cottrell, S., 2013. *The Study Skills Handbook*. 4th ed. Basingstoke: Palgrave Macmillan.

Baldwin, R., and Wyplosz, C., 2015. *Economics of European Integration*. 5th ed. McGraw-Hill Education.

Griffiths A., and Wall S., 2011. *Applied Economics*. 12th ed. Financial Times/Prentice Hall.

Krugman P., Wells R., and Graddy K., 2016. *Essentials of economics*. 4th ed. Worth Publishers.

Mankiw, N.G., 2015. *Macroeconomics*. 9th ed. Palgrave Macmillan.

Parkin M., 2015. *Economics*. 12th ed. Prentice Hall.

Varian, H.R. and Repcheck, J., 2014. *Intermediate microeconomics: a modern approach*. 9th International Student ed. New York: WW Norton & Company.

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For use from: 2016-17

Appendix: see

http://www.hesa.ac.uk/component/option,com_studrec/task,show_file/Itemid,233/mnl,12051/href,JACS3.html/ for the full list of JACS codes and descriptions

CODES

HESA Cost Centre	Description	Price Group
129	Economics & econometrics	D

JACS Code	Description	Percentage (%)
L100	The systematic study of the production, conservation and allocation of resources in conditions of scarcity, together with the organisational frameworks related to these processes.	100%