

**AMITY GLOBAL BUSINESS SCHOOL**

**Module Syllabus**

Course	Diploma in Business Management
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Module Title	Economics for Business and Management
Module Syllabus no. (if any)	
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	On successful completion of this module the student will be expected to be able to display the understanding of: <ul style="list-style-type: none"> <li>✓ Markets and resource allocation</li> <li>✓ Demand, revenue and consumer behaviour</li> <li>✓ Supply, production and cost</li> <li>✓ Business organisation, objectives and behaviour</li> <li>✓ Firm size, mergers and the 'public interest'</li> <li>✓ Market structures</li> <li>✓ Labour and other factor markets</li> <li>✓ Market failure, regulation and competition</li> </ul>
No of teaching hours	24 Hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	4000 Word Assignment (100%)
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Griffiths, A. and Wall, S. (eds) (2008) Economics for Business and Management: A Student Text, 2nd edition FT/Prentice Hall
Additional reference texts (if any)	
Additional Remarks (if any)	

Lesson No.	Learning Outcome
1	Markets and resource allocation
2	Demand, revenue and consumer behaviour
3	Supply, production and cost
4	Business organisation, objectives and behaviour
5	Firm size, mergers and the 'public interest'
6	Market structures
7	Labour and other factor markets
8	Market failure, regulation and competition