

AMITY GLOBAL BUSINESS SCHOOL

Module Syllabus

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| Course | Diploma in Business Management |
| Module Title | Managerial Economics |
| Module Syllabus no. (if any) | |
| Year offered | 2012 |
| Start date | Feb 2012 / Sep 2012 |
| End date | Feb 2013/ Sep 2013 |
| Syllabus / Content / Learning Outcomes | <p>On successful completion of this module the student will be expected to be able to display the understanding of:</p> <ul style="list-style-type: none"> ✓ Structure of the economy: sectoral change in a dynamic economy ✓ The role of resources, productivity, and managerial competence in corporate development ✓ The growth of companies and the role of mergers and acquisitions ✓ The role of multinational activity and the flows of Foreign Direct Investment (FDI) ✓ The objectives of firms: profit, sales and growth motivations: corporate social responsibilities ✓ Corporate strategies; pricing, advertising and product development ; the role of corporate alliances ✓ Corporate performance and financial measurement; economic and accounting ratios and company performance. ✓ Government micro and macro economic policies and business performance |
| 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) (latest edition) Applied Economics FT /Prentice Hall 10th edition |
| Additional reference texts (if any) | |
| Additional Remarks (if any) | |

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| Lesson No. | Learning Outcome |
|------------|--|
| 1 | Structure of the economy: sectoral change in a dynamic economy |
| 2 | The role of resources, productivity, and managerial competence in corporate development |
| 3 | The growth of companies and the role of mergers and acquisitions |
| 4 | The role of multinational activity and the flows of Foreign Direct Investment (FDI) |
| 5 | The objectives of firms: profit, sales and growth motivations: corporate social responsibilities |
| 6 | Corporate strategies; pricing, advertising and product development ; the role of corporate alliances |
| 7 | Corporate performance and financial measurement; economic and accounting ratios and company performance. |
| 8 | Government micro and macro economic policies and business performance |