

Subject Title	Business Economics
Subject Code	ECO100
Lecture/Tutorial Hours	44
Self Study Hours	55

Rationale

Economics is the cornerstone subject in any financial, commerce or business related study. All businesses operate within an economic environment and an economic, social, legal and political framework. Understanding the business environment and the framework is vital to sound strategic business decision making.

You will learn how to apply economists' eyes to see the world at work and understand the relevance of economic principles to everyday life. You need to be equipped with the practical and personal skills necessary to work successfully in a highly competitive global environment.

This subject introduces the core concepts and framework of economics that must be understood before students can undertake an analysis of key and empirical policy issues.

Aim

The aim of this subject is to equip students with the foundation skills essential for understanding the micro and macroeconomic environment within which all entities operate.

Teaching and Learning Strategy

The subject learning outcomes will be achieved through lectures, tutorials, class discussions and reading current economic news. These strategies will reinforce the importance of micro and macroeconomic issues for employees in the business environment.

Learning Outcomes

- 1 Understand the relevance and significance of the study of economics in a complex and dynamic business environment and understand the difference between macroeconomics and microeconomics

- 2 Understand that economic choices arise from the tension between scarce resources and unlimited wants
- 3 Apply the methodology of economic thinking through the development of principles, models and theories such as notion of scarcity, opportunity cost, resources and resource allocation, the production possibilities frontier and the operation of markets (including the theory of demand and supply)
- 4 Demonstrate an understanding of fundamental micro economic concepts such price elasticity of demand and production costs
- 5 Demonstrate an understanding of how we measure the size of the economy, inflation and unemployment
- 6 Demonstrate an understanding of the operation of key Australian current economic policy areas such as monetary and fiscal policy and also contemporary issues facing the Australian economy

Graduate Attributes and Employability Skills

- Work-ready with the intellectual rigour to make effective contributions to their discipline and/or profession
- Able to work collaboratively within and across teams
- Effective communicators of knowledge, ideas and opinions within and across professional and cultural boundaries
- Bound by ethical standards and codes of conduct
- Innovative, strategic and critical thinkers with highly developed leadership and problem-solving skills
- Independent, self-directed and lifelong learners, reflective in their practice
- Knowledgeable about financial, social and environmental sustainability

Reading Materials

Prescribed

Layton, A., Robinson, T., & Tucker, I. B. (2012). *Economics for Today*. (4th Asia-Pacific ed.). Melbourne, Vic.: Cengage.

ISBN: 9780170190855

Call Number: 330 L429

Week by Week Programme

WEEK 1 - 1. Introduction to economics

Lecture Content

- chapter 1 Introduction to the course and the economic way of thinking
- definitions
- key economic questions
- key economic ideas

Tutorial Content

- Appendix chapter 1 Applying graphs to economics

Activities

- chapter 1 study question 1,2,3,4,6
- chapter 1 multiple choice questions 1-11(exclude 2,7,11)
- research different definitions of economics on the internet
- collection of weekly article regarding the economy
- chapter 1 appendix study question 2
- chapter 1 appendix multiple choice questions 1,3,4,5,6

Readings

- Economics for today chapter 1 including the appendix
- course outline

Learning Outcomes

- 1 Understand the relevance and significance of the study of economics in a complex and dynamic business environment and understand the difference between macroeconomics and microeconomics

WEEK 2 - 1. Introduction to economics (continued)

Lecture Content

- Chapter 2 Production possibilities and opportunity cost

Tutorial Content

- Chapter 3 Market demand and supply

Activities

- chapter 2 study question 8, multiple choice 1-11
- chapter 3 study question 2,3,4,7,10,11, multiple choice 1-18 (exclude 3 and 14)
- collect weekly business /economics article

Readings

- Economics for today chapter 2 and 3

Learning Outcomes

- 2 Understand that economic choices arise from the tension between scarce resources and unlimited wants
- 3 Apply the methodology of economic thinking through the development of principles, models and theories such as notion of scarcity, opportunity cost, resources and resource allocation, the production possibilities frontier and the operation of markets (including the theory of demand and supply)

WEEK 3 - 1. Introduction to economics (continued)

Lecture Content

- chapter 3 Market demand and supply (continued)

Tutorial Content

- Chapter 4 Markets in Action

Activities

- Chapter 4 study question 1,2,10,11, multiple choice 1-12

Readings

- Economics For Today chapter 4 Markets in action

WEEK 4 - 2. Microeconomic fundamentals

Lecture Content

- chapter 2 Elasticity of demand

Tutorial Content

- chapter 4 Production costs

Activities

- chapter 5 study question 4,6,8,multiple choice 1,2,3,4,5,7,8,9
- chapter 6 study question 1,2,3, multiple choice 1,2,3

Readings

- chapter 5 pages 105-106
- chapter 6 pages 131- 134

Learning Outcomes

- 4 Demonstrate an understanding of fundamental micro economic concepts such price elasticity of demand and production costs

ASSESSMENT DUE: Quiz

- Description: Covers Chapter 1 - 4
- Weighting: 10.00%
- Instructions: Complete the multiple choice quiz in moodle

WEEK 5 - 3. Market structures

Lecture Content

- chapter 7 Perfect competition

Tutorial Content

- chapter 8 Monopoly
- chapter 9 Monopolistic competition and oligopoly

Activities

- chapter 7 study question 11, multiple choice 1,2
- chapter 8 study question 1,3,4
- chapter 9 study question 1,2,3,6,10,11,12

Readings

- chapter 7 first 6 pages (page 157-162)
- chapter 8 pages first 5 pages (page 187-191)
- chapter 9 pages first 5 pages (page 209-213), page 217-227

WEEK 6 - 3. Market structures (continued)

Lecture Content

- chapter 10 Policy issues: climate change

Tutorial Content

- Review the concept: inefficient equilibrium

Activities

- chapter 10 study question 6,8,9,10, multiple choice question 6-10

Readings

- chapter 10 page 233-234, page 242-251

Learning Outcomes

- 6 Demonstrate an understanding of the operation of key Australian current economic policy areas such as monetary and fiscal policy and also contemporary issues facing the Australian economy

ASSESSMENT DUE: Quiz

- Description: Covers Chapters 5 - 9
- Weighting: 10.00%
- Instructions: Complete quiz in moodle

WEEK 7 - 4. Macroeconomic fundamentals

Lecture Content

- chap 11 Measuring the size of the economy

Tutorial Content

- chapter 12 Business cycles

Activities

- chap 11 study question 1,2,3,5,13, multiple choice 1,2,3
- chap 12 study question 1,2,5,7,8,10, multiple choice 4,5,6,7,8,11,12

Readings

- chapter 11
- chapter 12

Learning Outcomes

- 5 Demonstrate an understanding of how we measure the size of the economy, inflation and unemployment

WEEK 8 - 4. Macroeconomic fundamentals (continued)

Lecture Content

- chapter 13 Inflation and unemployment

Tutorial Content

- chapter 13 inflation and unemployment (continued)

Activities

- chapter 13 study question 1,2,4,5,6,7,8,9, multiple choice 1-17

Readings

- chapter 13

Learning Outcomes

- 5 Demonstrate an understanding of how we measure the size of the economy, inflation and unemployment

ASSESSMENT DUE: Individual Assignment

- Description: Market demand and supply analysis
- Weighting: 20.00%
- Instructions: Refer to instructions in moodle

WEEK 9 - 5. Macroeconomic theory and policy

Lecture Content

- chapter 14 A simple model of the macro economy

Tutorial Content

- Chapter 15 the monetary and financial system

Activities

- chapter 14 study question 3,4,6,7,12, multiple choice 1-19
- chapter 15 study question 4,6,7,10,11,14, multiple choice 1-13

Readings

- chapter14
- chapter 15

Learning Outcomes

- 6 Demonstrate an understanding of the operation of key Australian current economic policy areas such as monetary and fiscal policy and also contemporary issues facing the Australian economy

WEEK 10 - 5. Macroeconomic theory and policy (continued)

Lecture Content

- chapter 16 Macroeconomic policy 1: monetary policy

Tutorial Content

- review current monetary policy: latest decision by the Reserve Bank of Australia

Activities

- chapter 16 study question 1,3,4,5,6,8, multiple choice 1-11

Readings

- chapter 16
- media release RBA regarding the monetary decision made (www.rba.gov.au)

Learning Outcomes

- 6 Demonstrate an understanding of the operation of key Australian current economic policy areas such as monetary and fiscal policy and also contemporary issues facing the Australian economy

WEEK 11 - 5. Macroeconomic theory and policy

Lecture Content

- chapter 17 Macroeconomic policy 11: fiscal policy

Tutorial Content

- revision final exam

Activities

- chapter 17 study question 1,2,3,4,7,12 multiple choice 1-17

Readings

- chapter 17
- latest fiscal policy statement (www.budget.gov.au)

Learning Outcomes

- 6 Demonstrate an understanding of the operation of key Australian current economic policy areas such as monetary and fiscal policy and also contemporary issues facing the Australian economy

ASSESSMENT

Student Assessment

Exams will take place in weeks 12 & 13. Please refer to the official Exam Timetable for further information.

The purpose of the assessment tasks is to demonstrate that you have met the learning objectives as set out above. Informal questioning will be used frequently during lectures and tutorials to provide feedback to students on their current level of learning and to highlight areas for development. A final exam will assess your overall assimilation of subject concepts.

Assignment briefs will be available in class as indicated and then on Moodle.

The overall assessment program is the following:

No	Assessment	Issued	Due	Weighting	Type	Outcomes
1	Covers Chapter 1 - 4	Week 1	Week 4	10.00%	Quiz	1,2,3
2	Covers Chapters 5 - 9	Week 1	Week 6	10.00%	Quiz	2,3,4
3	Market demand and supply analysis	Week 3	Week 8	20.00%	Individual Assignment	1,2,3
4	Examination	Exam Week/s	Exam Week/s	60.00%	Final Exam	1,2,3,5,6

Learning Management System - Moodle

You have access to all subject notes on the learning management system (LMS) Moodle. To access your subjects through Moodle please go to: <http://lms.icms.edu.au>

Instructions to Students

You are required to prepare for assessments by reading the subject matter in subject notes, handouts and readings. Class work and practical application of theory assist in reinforcing the importance of this subjects topics. You are required to participate in class discussions and activities.

Students are required to prepare for the tests by reading the subject material in the text. Tutorial activities assist in reinforcing the general economic issues in completing academic requirements and deeper learning. The final examination is to appraise the overall knowledge of the use and application of economic principles in the academic environment of higher education.

Students must obtain at least 45% in the exam to pass the course overall.

It is necessary to spend at least 9 hours per week on this subject i.e. 4 hours of lectures and tutorials and an additional 5 hours of self study. The subject is complex and examples need to be practiced. The questions at the back of each chapter should be completed each week to ensure sound level of understanding of the content taught in the lectures and

tutorials.

Becoming proficient in economics is like learning to play music or ride a bicycle. The best way to learn economics is to practice, practice and practice some more. The best way to do this is to work and rework the problems presented in the text book.

Further precise terminology and understanding of definitions is vital so that you can use the language of economics.

Academic Integrity

The ICMS community depends upon shared academic standards. Plagiarism, cheating and collusion are regarded as a serious breach of the academic standards of ICMS. Academic dishonesty in any form by a student represents an impairment of these standards. If any academic dishonesty occurs, such as cheating in an examination, the student will automatically receive a fail grade for the subject and also be reported to the Registrar for disciplinary action and other penalties as outlined in the Academic Handbook.

Assessment Objectives

The assessments are designed to assess your:

- understanding of concepts/principles discussed in the subject
- ability to apply the concepts and logic thereof
- ability to develop and support an argument/position
- ability to analyse, critique and think
- ability to identify enhancements to strategies, systems and practices discussed in the subject

Engagement will be based on your:

- ability to work as part of a team if there are group assignments
- individual involvement during lecturers/tutorials
- respectful conduct and interaction with others

Assessment Criteria

The individual assignment will have specific questions that will need to be specifically answered. More generally however, the following main criteria will apply when marking assignments:

- relevance of answers to questions
- evidence of reading and research
- description and understanding of the concepts used (accurate, coherent, unambiguous)
- clarity of communication (marked down for irrelevant discussion or padding)
- logical and justifiable argument or position

The following criteria will also be considered:

- all references and quotations to be acknowledged as per the ICMS style guide
- correct expression (spelling, grammar)
- academic integrity, i.e., originality of the work (plagiarism is an automatic fail)
- respect of minimum and maximum word length where appropriate (aim for quality, not for quantity)

Feedback and Evaluation

The feedback and evaluation will normally take place within seven days of submission of assignments and marks will be posted on Moodle. In the case of large classes, feedback may take up to, but no later than, fourteen days. Grades will be given as a letter denoting the level achieved.

(High Distinction - H.D. | Distinction D | Credit C | Pass P | Fail F)

Submitting Assessment Tasks

An ICMS assignment cover sheet **MUST** be attached to each piece of written assessment and filled out with complete details. You can obtain the ICMS assignment cover sheet from the student website. There is also a copy attached to the Subject Outline.

All work submitted must be in both soft and hard copy by the due date and time.

ICMS Grading in this Subject

The Academic Senate at ICMS has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardized numerical mark (SNM).

Your final SNM and grade will be determined using a two-stage process. The first stage is an assessment of performance on individual assessment tasks against the identified criteria and standards. The second stage is an assessment of overall performance in the Subject, including all requirements, activities and assessment tasks.

Final grades to describe achievement will be awarded on the basis of your overall performance and the extent to which you demonstrate fulfilment of the learning outcomes.

The relationship between SNMs and Final Grades is shown in the table below.

Standardised Mark (%)	Grade	Grade Point
85 - 100	HD	4.0
75 - 84	D	4.0
65 - 74	C	3.0
50 - 64	P	2.0
0 - 49	F	0.0

SUBJECT OUTLINE MASTER

HIGH DISTINCTION	Denotes performance which meets all subject outcomes in such an exceptional way and with such marked excellence that it deserves the highest level of recognition
DISTINCTION	Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the subject
CREDIT	Denotes performance which is substantially better than would normally be expected of competent students in the subject
PASS	Denotes performance which satisfies subject outcomes
FAIL	Denotes performance which does not meet subject objectives

Performance Level

To complete this subject satisfactorily you must:

- Attend all lectures and tutorials
- Actively participate in the tutorial classes and presentations
- Read widely - including but not limited to the readings specified each week
- Complete all specified learning activities, assessment tasks and homework tasks
- Submit all assessment tasks on or before the due date
- Demonstrate satisfactory involvement in the group assignment



Student Declaration

Student Name:
Student No:
Subject Code:
Subject Name:
Lecturer/Tutor:
Assignment Title:
Word Count:
Due Date:
I am aware of ICMS policy on plagiarism as stated in the ICMS Student Handbook. This assignment does not breach those requirements nor has it been previously submitted for assessment contributing to any other subject or course. The ideas and information that are not mine have been referenced accordingly.
Signed: