

Course Title: **Business Economics and Data Analysis**

Course Code: **ECON505**

Descriptor Start Date: **01/01/2025**

POINTS: **15.00**

LEVEL: **5**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

An introduction to economics with a focus on theories of consumers, firms, and market structures. Economic conditions beyond the firm are also considered including key macroeconomic indicators. Quantitative methods are presented and applied to a range of business and economic data.

LEARNING OUTCOMES

1. Examine the theoretical frameworks underlying the way consumers, firms and policy makers allocate resources.
2. Apply demand and supply theory to the behaviour of consumers and firms under alternative market structures.
3. Evaluate the impact of changes in the macroeconomic and regulatory environment on businesses.
4. Apply economic data and statistics to assist business decisions.
5. Analyse economic and business data for reporting.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Consumer choice theory
- Equilibrium in markets
- Theory of the firm and market structures
- Key macroeconomic indicators including GDP, inflation, and unemployment
- Fiscal and monetary policy
- International economics including trade policy and exchange rates.
- Type, structure, and collection of economic and business data
- Descriptive statistics and data presentation
- Use of graphs and basic statistics to interpret economic data

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Report (individual)	20.00	1,2,3
Problem Solving Assignment (individual)	30.00	2, 4
Final Exam (individual)	50.00	1,2,3,4,5

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK3693, Bachelor of Business

Related Programme/s: AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

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