ECON5103
Business Economics
Course Outline
Semester 1, 2015

Part A: Course-Specific Information
# Table of Contents

1  STAFF CONTACT DETAILS  
1.1 Lecturers  1  
1.2 Communications with staff  1  

2  COURSE DETAILS  
2.1 Teaching Times and Locations  1  
2.2 Units of Credit  1  
2.3 Summary of Course  2  
2.4 Aims and Relationship to Other Courses  2  
2.5 Student Learning Outcomes  3  

3  LEARNING AND TEACHING ACTIVITIES  
3.1 Approach to Learning and Teaching in the Course  4  
3.2 Learning Activities and Teaching Strategies  4  

4  ASSESSMENT  
4.1 Formal Requirements  5  
4.2 Assessment Details  5  
4.3 Tutorial Participation  6  
4.4 Midsession Exam  6  
4.5 Tutorial Submission Questions  7  
4.6 Final Exam Format  8  
4.7 Quality Assurance  8  

5  COURSE EVALUATION AND DEVELOPMENT  

6  COURSE RESOURCES  

7  COURSE SCHEDULE  
7.1 LECTURE SCHEDULE  9  
7.2 Tutorial Schedule  10
1 STAFF CONTACT DETAILS

1.1 Lecturers
Trevor Stegman (Lecturer-in-Charge)
T.Stegman@unsw.edu.au
Room 462
Business School building
Phone 9385 3371
Consultation Times: Monday 1 -4 pm

Trevor Stegman is the lecturer for Weeks 1-6

Peter Nichols
peter.nichols@unsw.edu.au
Room 465
Business School building
Phone No: 9385 9935

Peter Nichols is the lecturer for Weeks 8-12
Consultation Times: To Be Advised

Tutors
A full list of tutors will be posted on the Course Website.

1.2 Communications with staff
We strongly encourage all enquiries about the subject material be made at lectures or tutorials or during consultation time. Email communication should be used for advising of absence, or other administrative matters, or for arranging an appointment outside of consultation hours. Please note that the lecturers have no advance notice of the date and time of the final exam.

2 COURSE DETAILS

2.1 Teaching Times and Locations
There are two parallel lecture streams (each 2 hours per week)
Lecture Group A Tuesday 3 - 5pm in EE25
Lecture Group B Monday 6-8pm in Mat Theatre B
Lectures (2 hours per week) start in Week 1

Tutorials (1 hour per week) start in Week 2 (to Week 13).
A full list of tutorial times and locations, and tutors will be placed on Course Website.

2.2 Units of Credit
The course is worth 6 units of credit.
There is no parallel teaching in this course.
2.3 Summary of Course
This course is an introduction to economic analysis, with particular application to decision-making in business, and the effects of government policy on the broader economic environment in which business decisions must be made.

Part 1 of the course deals with microeconomic issues: the analysis of resource allocation and efficiency in markets for particular commodities and services. Part 2 of the course deals with macroeconomic issues: the analysis of the productive performance of the economy in aggregate, and the workings of the financial system.

A schedule with readings for Lectures is given below.

2.4 Aims and Relationship to Other Courses
The aim of this course is to provide an introduction to economic concepts and methods of analysis, to enable students to understand and use economic arguments in business decision making. The course assumes no previous study of economics.

ECON5103 is a prerequisite for other postgraduate courses offered by the School of Economics. It is also designed to satisfy the requirements of professional bodies, which require their members to have a basic knowledge of Economics.

There are no prerequisites for this course.
2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items. The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all postgraduate coursework students in the UNSW Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree. You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree. For more information on the Postgraduate Program Learning Goals and Outcomes, see Part B of the course outline.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed:

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1</td>
<td>Knowledge</td>
<td>Describe key micro- and macro-economic concepts. Construct economic arguments in terms of these concepts. Critically read and evaluate economic stories in the media.</td>
</tr>
<tr>
<td>2</td>
<td>Critical thinking and problem solving</td>
<td>Apply simple economic models to the analysis of the relevant economic issues.</td>
</tr>
<tr>
<td>3a</td>
<td>Written communication</td>
<td>Construct written work which is logically and professionally presented.</td>
</tr>
<tr>
<td>3b</td>
<td>Oral communication</td>
<td>Communicate ideas in a succinct and clear manner.</td>
</tr>
<tr>
<td>4</td>
<td>Teamwork</td>
<td>Work collaboratively to complete a task.</td>
</tr>
<tr>
<td>5a.</td>
<td>Ethical, environmental and sustainability considerations</td>
<td>Identify and assess environmental and sustainability considerations in problems in international macroeconomics.</td>
</tr>
<tr>
<td>5b.</td>
<td>Social and cultural awareness</td>
<td>Not specifically addressed in this course.</td>
</tr>
</tbody>
</table>
3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
The philosophy underpinning this course and its Teaching and Learning Strategies are based on “Guidelines on Learning that Inform Teaching at UNSW. These guidelines may be viewed at: www.guidelinesonlearning.unsw.edu.au. Specifically, the lectures, tutorials and assessment have been designed to appropriately challenge students and support the achievement of the desired learning outcomes. A climate of inquiry and dialogue is encouraged between students and teachers and among students (in and out of class). The lecturers and tutors aim to provide meaningful and timely feedback to students to improve learning outcome.

3.2 Learning Activities and Teaching Strategies
The examinable content of the course is defined by the references given in the Lecture Schedule, the content of Lectures, and the content of the Tutorial Program.

Lectures
The purpose of Lectures is to provide a logical structure for the topics that make up the course; to emphasize the important concepts and methods of each topic, and to provide relevant examples to which the concepts and methods are applied.

Tutorials
Tutorials follow the lectures by one week.
The purpose of the tutorial is to reinforce and clarify the concepts and issues covered in the lectures, and identify and remedy any problems with understanding.

A Tutorial Program for tutorials will be distributed in the first lecture and will be posted on the Course website. In the tutorial program, each tutorial will consist of:

- **Review Questions.** Students should attempt and self-correct these before attendance at their tutorial class. (Answers to these questions will be provided on the course web-site). Questions which pose difficulties can be raised with the tutor

- **Submission questions.** Allocated students are required to lead the class discussion of these questions and to submit written answers in the tutorial following their presentation. All students should be prepared to participate in the tutorial discussion (see also Assessment below)

Each student must, as part of a registered group, submit a written answer to a nominated Submission Question as part of Assessment (See Section 4.5 below).

Out-of-Class Study
While students may have preferred individual learning strategies, it is important to note that most learning will be achieved outside of class time. Lectures can only provide a structure to assist your study, and tutorial time is limited.

An “ideal” strategy (on which the provision of the course materials is based) might include:

- Reading of the relevant chapter(s) of the text and any readings **before the lecture.** This will give you a general idea of the topic area.
Attendance at lectures. Here the context of the topic in the course and the important elements of the topic are identified. The relevance of the topic should be explained. Students should download a hard copy of the lecture slides from the website before the lecture. These lecture notes can then be used in lectures for students to make additional notes.

Attempting the review questions before the tutorial, and checking the answers. Preparing notes for the class discussion of the Submission Questions. (Even if the submission question for a specific tutorial is not the one you have been allocated to submit, you should prepare notes to contribute to the discussion. The Submission Questions and the Review Questions are your best guide to the style and content of questions in the final exam.)

Attending tutorials, asking the tutor to explain those Review Questions which provided difficulties. Presenting (if allocated), or contributing to the class discussion of the Submission Questions.

4 ASSESSMENT

4.1 Formal Requirements
To be eligible for a passing grade in this course, students must:

- Achieve a composite mark of at least 50 per cent;

AND

- Satisfactorily complete all assessment tasks or submit appropriate documentation relating to your failure to complete a task to the Lecturer in Charge.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-session Examination</td>
<td>20%</td>
<td>60 minutes</td>
<td>Week 7 (Beginning 20 April)</td>
</tr>
<tr>
<td>Submission Question and Tute presentation</td>
<td>20%</td>
<td>800-1000 words</td>
<td>Over the semester</td>
</tr>
<tr>
<td>Final Exam</td>
<td>60%</td>
<td>2 hours</td>
<td>University Exam Period</td>
</tr>
</tbody>
</table>
4.3 Tutorial Participation

No marks are awarded for tutorial attendance. However, a record of attendance at tutorials will be kept. **Students should note that 80% attendance is required by UNSW and UNSW Business School rules.** In certain circumstances, such as where a request for special consideration is made in relation to assessment items, tutorial attendance will be taken into account in determining your final assessment or whether special consideration is granted.

Attendance at 9 of 12 tutorials will be deemed as meeting the requirement. Students must sign on by 10 minutes from the start of tutorial to qualify as 'in attendance'. Signing on for another student will be treated as misconduct. If, owing to illness or other exceptional circumstances, you are unable to attend your usual tutorial, you may try to attend another tutorial in the same week. However, you are required to attend your usual tutorial class at least 9 times during the session. This allows for occasional absence due to minor illness and other reasons, hence special consideration applications will not reduce this requirement.

4.4 Midsession Exam

There will be a mid-session exam held in lecture times in Week 7 (beginning 20 April). The exam will consist of 20 four-alternative multiple choice questions covering Weeks 1-5 of the Lecture Program. The Exam will be 60 minutes in length. Details of locations for the exam will be advised on the course website.

A sample paper for the Midsession Exam will be provided on the course website.

There will be **no supplementary test** offered for the mid-session exam. You should make every effort to take the mid-session exam. Students who fail to attend the examination will need to apply for Special Consideration.

In cases of illness, students will need full and convincing documentation of that illness. Students who are found to be genuinely too ill to have attended the exam will have their mark in the remaining assessment tasks re-weighted to include the mark reserved for the missed test. In all other cases of non-attendance students will receive a grade of zero.

Applications for special consideration for this assessment item must be **lodged online through myUNSW within 3 working days of the assessment** (Log into myUNSW and go to My Student Profile tab > My Student Services channel > Online Services > Special Consideration). Then submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and any supporting documentation to Student Central.

Employment obligations or holiday plans of any kind are not acceptable reasons for absence from any test/examination.
4.5 Tutorial Submission Questions

The purpose of these questions is to cover the core principles of a topic, provide some practice in applying the principles for analysis of economic issues, and to identify the style of questions to be used in the final exam paper. All students should prepare notes on all questions to contribute to the discussion of these questions in tutorial class. These questions are your best guide to the type of essay questions in the final exam.

Students will be allocated one particular submission question for which they will be required to submit a written report.

These questions are items of assessment.

In the first tutorial (Week 2), you will be placed in a group with another student (or 2 other students) and the group will be allocated a Submission Question. Students allocated to a question will be required to lead the class discussion with an oral presentation of your planned answer, in the tutorial of the week of your question. Your group will then be required to submit a written answer to your allocated question (800 - 1000 words) in the class of the following week. One of the aims of the presentation in class is to allow you to later incorporate any useful comments from the class discussion into your written answer. You should type up your final answer in the form of a report of 800 to 1000 words. Where appropriate you should include diagrams and acknowledge sources and references. This report should be attached to the signed Assignment Cover Sheet (See the Course Website) and submitted by the due date (in the tutorial one week after the discussion of the question).

Students must also submit an electronic copy of their Submission Question. The electronic copy is to be submitted to the course website by 11:59pm on the day on which you are required to hand-in your report to your tutor. Instructions will be available on the website. Browse and upload a copy of your document - do not paste text. Use your student ID in the file name.

Electronic copies of essays may be checked for plagiarism on the Turnitin software into which they are uploaded. See notes on Plagiarism in Part B of the Course Outline. Also note that the Turnitin software will automatically check against all other assignments submitted.

If either the hard copy or the electronic copy of the assignment is not received by the due date you will receive a mark of zero unless a suitable medical certificate (or equivalent) is attached. In this case you should notify the Course Coordinator:

T.Stegman@unsw.edu.au
4.6 Final Exam Format

The Final Exam will be held in the University examination period and will be 2 hours long. The final exam will cover the entire course. The format of the examination will be:

Part A: 20 multiple choice questions
Part B: choice of essay type questions from Lectures Weeks 1-6.
Part C: choice of essay type questions from Lectures Weeks 8-12.

A sample practice exam will be provided on the course website. Further information on the content of the Final Exam will be provided towards the end of session. The purpose of the final exam is to assess knowledge of economic concepts and their appropriate use, to test the ability to use economic reasoning to make deductions, and to test the ability to perform simple calculations of costs and benefits.

Past exam papers may be useful for students’ preparation, but the course content and material does change to reflect changing economic circumstances and issues. As outlined in 3.2 above all the material covered in this sessions lectures and tutorial program is examinable.

4.7 Quality Assurance

The UNSW Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential and will not be related to course grades.

5 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. You are strongly encouraged to take part in the feedback process.

6 COURSE RESOURCES

The website for this course is on UNSW Moodle at: [http://moodle.telt.unsw.edu.au](http://moodle.telt.unsw.edu.au)

Students should check the course website at least once per week.

The textbook for this course is:


Other references and readings may be provided in Lectures and on the website.
7 COURSE SCHEDULE

7.1 LECTURE SCHEDULE

Lectures start in Week 1 and finish in Week 12.
The table below gives the schedule of topics and readings for Part 1 of the course (Weeks 1 -6).
The lecture schedule for Part 2 of the course will be published in a separate document.

<table>
<thead>
<tr>
<th>Week 1 2 March</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Introduction to Economic Concepts</td>
<td>Text: BJMW Ch 1, Ext.Ch 2 pp443-449; Topic Notes1: Comparative Advantage</td>
</tr>
<tr>
<td></td>
<td>Production Possibilities Curve, Opportunity Cost, Efficiency, Comparative Advantage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 2 9 March</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Competitive Market Model</td>
<td>Text: BJMW Ch 2 Ext Ch 1 pp 419-421</td>
</tr>
<tr>
<td></td>
<td>Demand, Supply and Equilibrium</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 3 16 March</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Applications of the Competitive Model</td>
<td>Text: BJMW Ch 3</td>
</tr>
<tr>
<td></td>
<td>Elasticity, Consumer and Producer Surplus Floor and Ceiling Prices, Tax Incidence</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 4 23 March</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Production and Costs The Perfect Competition Market Model</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 5 30 March</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Market Models</td>
<td>Text: BJMW Ch 5 pp129-152; Ch6; Topic Notes 4: Monopoly, Oligopoly and Monopolistic Competition</td>
</tr>
<tr>
<td></td>
<td>Monopoly, Oligopoly and Monopolistic Competition Strategic Market Behaviour</td>
<td></td>
</tr>
</tbody>
</table>

Mid-semester break: Friday 3rd April – Sunday 12th April

<table>
<thead>
<tr>
<th>Week 6 13 April</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Risk &amp; Uncertainty, Principal-agent problems, risk, moral hazard and adverse selection</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Market Failure II Externalities and Public Goods</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 7 20 April</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mid-Session Exam held this week. No lecture or Tutorials in this week</td>
<td></td>
</tr>
</tbody>
</table>
7.2 Tutorial Schedule

Tutorials start in Week 2 and finish in Week 13. The Tutorial Schedule lags the Lecture Schedule by 1 week.

A program of Tutorial Questions (Review Questions and Submission Questions) will be published in a separate Booklet and be available on the course website.