



UNIVERSITY
OF TASMANIA

Economics

Faculty of Commerce

BEA110

Economics for Business

Hobart Campus

Semester 1, 2003

Unit Outline

Dr Sarah Jennings – Module 1
Dr Bruce Felmingham – Module 2

CRICOS Provider Code: 00586B

Contact details

Unit coordinator/lecturer: Dr Sarah Jennings – Module 1
Dr Bruce Felmingham – Module 2

Campus: Hobart

e-mail: Sarah.Jennings@utas.edu.au
bruce.felmingham@utas.edu.au

phone: Sarah Jennings – 6226 2828
Bruce Felmingham – 6226 2312

fax : 6226 7587

Consultation hours : To be advised.

Unit details

School: Economics

Faculty: Commerce

Unit Title: Economics for Business

Unit Code: BEA110

**Prerequisites/
Corequisites** None

**Campus &
Mode:** Hobart, WebCT supported

Unit Weight: 12.5%

**Teaching
Staff:** Dr Sarah Jennings, Dr Bruce Felmingham
Workshop and Tutorial Instructors to be advised.

Contents

Unit description	1
Aim	1
Learning outcomes	1
Prerequisites/corequisites	2
Texts, references and learning resources	2
Prescribed text(s)	2
Recommended readings	2
Other publications	3
Access to WebCT	3
Teaching arrangements	4
Lectures	4
Directed study topic	4
Workshops/Tutorials	4
Weekly study guides	5
Web-based discussion groups	5
Office hours	5
Quick quizzes	5
Notice board	6
Suggestions box	6
ELSIS BEA110 Assignment/Test preparation Workshop	6
Maths bridging program	7
Refresher graphing workshop	7

Occupational health & safety (OH&S)	7
Unit schedule	8
Important dates to remember (Hobart Campus)	9
Learning expectations and strategies	10
Expectations	10
Learning strategies	10
Assessment Summary	11
Submission of assignments	11
Requests for extensions	12
Academic referencing	12
Plagiarism	12
Additional assistance	13
Help resolving concerns about this unit	13
Unit feedback	14

Unit description

Aim

This unit introduces students to a wide range of micro and macro economic concepts that can be used by managers to address issues of real importance to business performance. Students will be shown how the standard economic approach to decision making can help managers struggling with the challenges posed by the new Information Economy to form successful competitive strategies and to run more profitable firms. Students will also be able to develop an appreciation of how aspects of the macroeconomic environment within which business operates function and the issues raised by the new Information Economy for the macroeconomy.

Learning outcomes

By the end of the unit you should be able to:

Unit Objective	How this is assessed
a define and display an understanding of a number of key economic concepts;	Assignments, Tests, Exam
b know how these key economic concepts can be used by managers to improve business performance;	Assignments, Tests, Exam
c demonstrate a broad knowledge of a number of economic issues that are important to business, particularly those in the Information Economy;	Assignments, Tests, Exam
d apply sound skills of economic reasoning and elementary analysis to a range of specific business oriented economic issues;	Assignments, Tests, Exam
e display an understanding of how very basic graphical techniques are used to support economic analysis.	Assignments, Tests, Exam

Prerequisites/corequisites

None

Texts, references and learning resources

Prescribed text(s)

It is essential that you have ready access to the following prescribed text. This book will be available from the University Bookstore. Note that weekly readings will be drawn largely from this text and that reading references will not be given for any other texts.

Gans, Joshua, King, Stephen, Stonecash, Robin and Mankiw, N. Gregory, (2000), *Principles of Economics*, (first edition), Harcourt Brace and Company, Australia.

Recommended readings

Many students find it useful to consult alternative references as part of their study program. Some useful alternative references which have been placed in the Reserve Section of the Morris Miller Library are:

Baumol, W. J., Blinder, A. S., Gunther, A. W. and Hicks, J. R. L. (1992), *Economics - Principles and Policy*, (first edition), Harcourt Brace Jovanovich

Heyne, P. (1997), *The Economic Way of Thinking*, (eighth edition), Prentice-Hall Inc.

Jackson, J. and McIver, R., (2001), *Microeconomics*, (sixth edition), McGraw-Hill Book Company Australia Pty Limited

Jackson, J. and McIver, R., (2001), *Macroeconomics*, (sixth edition), McGraw-Hill Book Company Australia Pty Limited

Jackson, J., McIver, R. and McConnell C. (1998), *Economics*, (fifth edition), McGraw-Hill Book Company

McGillivray M. and Papadopoulos T. (1995), *The Australian Economy: Principles, Policies and Performance*, Melbourne, Nelson.

McTaggart D., Findley C. and Parkin H. (1999), *Economics* (third edition), Sydney, Addison-Wesley.

Shapiro, Carl and Varian, Hal R. (1999), *Information Rules – A Strategic Guide to the Network Economy*, (first edition), Harvard Business School Press.

Shlomo M. (1994), *Executive Economics, 10 Essential Principles for Managers*, The Free Press.

Waud, R. N., Maxwell, P., Hocking, A., Bonnici, J. and Ward, I. (1996), *Economics*, (third edition), Addison Wesley Longman

Williams, Jeremy B. and Lawrey, Roger. (1999), *New Economics for the Asia-Pacific: An Issues-Based Modular Approach*, (second edition), McGraw Hill Book Company Inc.

Other publications

Reading relevant newspapers, journals and magazines can also prove useful in broadening your knowledge of the economy and topical issues and can prove good practice for developing your ability to apply economics to the real world and in particular to business issues.

Access to WebCT

The WebCT entry page is at <http://webct.utas.edu.au:8900/>. Click 'Log on to myWebCT' and enter the same username and password that you use for your University email account. Your personal WebCT page will appear, with the units in which you are enrolled listed at the top left of the screen. Click on the 'Economics for Business' link to gain access to the home page for this unit. Details about WebCT features are available on <http://www.webct.com/quickstart>. If you run into problems with WebCT, contact the Help Desk on Telephone: 6324 3888, or Email: HelpDesk@weboffice.utas.edu.au.

Teaching arrangements

Lectures

There will be 12 two-hour lecture sessions in the unit. These will be in Weeks 1,2 and 4-13. Lectures will be held in the Stanley Burbury Theatre, University Centre and will begin on Monday 24th February. Lectures will begin promptly at 12.00 am and there will be a 10 minute break from 12.50 am to 1.00 pm. Lectures will cover the core examinable material in the unit.

Lecture notes are your own responsibility in this unit. If you miss a lecture ask a friend or acquaintance for notes. Lecture slides are available on WebCT. These are not an adequate substitute for your own lecture notes.

Directed Study Topic

There will be no lecture in Week 3. In this week students will be required to work independently through prescribed self-study material which will be available on WebCT under the icon "Lecture Notes – Week 3".

Workshops/Tutorials

Students are required to attend 6 Tutorial sessions. These will be held fortnightly, commencing in Week 3. Students must access tutorial problems on WebCT prior to their tutorial and must bring rough written solutions to these problems with them to class. Students should be prepared to participate in class discussions and to ask questions during these sessions.

Students are also required to attend 6 Workshop sessions. These will be held fortnightly, commencing in Week 2. Workshops will consist primarily of guided problem solving and are intended to reinforce and extend material covered in lectures. Problem sheets will be available prior to Workshops. To benefit most you should prepare rough answers and come prepared to ask your Workshop instructor to explain parts of the subject that you have not fully understood.

Students will be assigned to Tutorial and Workshop sessions automatically. You can check your allocations by visiting the tutorial/workshop booking system at: <http://www.infosys.utas.edu.au/cgi/ctbs> after 9.00am Thursday 27th February. You will be able to change your allocated tutorial and workshop times only when space in your preferred session is available.

If you have a compelling reason for wanting to attend a specific Tutorial and/or Workshop session you must express your preference and state your reasons before 4.00pm Wednesday 26th February to either Sarah Jennings or Tracy

Kostiuk (Room 407). Please note that staff in the School of Economics are not able to make changes to the automatic allocation after this time.

If your tutorial and/or workshop time falls on a Public Holiday at any time during the Semester, please arrange to attend an alternative group for that week only.

Weekly Study Guides

Weekly Study Guides can be accessed from the link on WebCt called “Weekly Guides”. These guides provide an outline of the lecture content for the week, identify key learning objectives and prescribe weekly readings. Study Guides also contain a weekly planner to help students organise their work program in the unit and provide useful links to other resources, including topical illustrations of material covered in lectures and additional self-study exercises.

Web-based Discussion Groups

Small groups of students (4 – 12) who wish to form self-guided web-based discussion/study groups can do so at any time during the semester by contacting Tracy.Kostiuk@utas.edu.au. You will need to provide her with a list of the names and student ID numbers of the individuals in your group. If you would like to be a part of a discussion group, but do not know other students provide Tracy with your name and ID and we will attempt to accommodate you within a group.

Office Hours

All students are able to consult the unit lecturers, tutors and workshop leaders on an individual or small group basis during their office hours or by appointment. Students experiencing difficulty in the unit are urged to make use of this service early in the semester. You will be notified of office hours for all teaching staff in the unit. Where possible please respect these times and make sure that you have tried to solve problems before seeking individual assistance.

Quick Quizzes

Weekly Quick Quizzes provide students with an opportunity to monitor their understanding of core material. These can be accessed at on WebCT under the icon “Quick Quizzes” and will provide a useful check on your understanding of the weeks material. Students who have difficulty with Quick Quiz questions should seek assistance from teaching staff in tutorials, workshops or during Office Hours.

Notice Board

A timetable of important dates in the unit is included as part of this unit outline and is repeated in the Weekly Study Guide. Teaching staff will also regularly remind you of unit requirements and deadlines. In addition, a continuously updated electronic Notice Board is available to students on WebCT under the icon named "Notice Board".

Suggestions Box

Often students have valuable ideas about how a unit can be improved. These ideas might relate to unit administration, lecture or workshop presentation or unit content. Waiting to voice your opinion until the unit assessment which is conducted at the completion of the unit can be too late. While comments on the unit can always be expressed directly to the lecturers or other teaching staff in the unit during the semester they can also be placed in the BEA110 Suggestions Box. This box will be located in the Economics Office (Room 407). If you require a personal response to your suggestion you must provide your name and/or student ID number.

EL SIS BEA110 Assignment/Test Preparation Workshops

EL SIS means English Language Support for International Students and is a service provided free of charge to international students who need assistance with their language. The EL SIS contact is Jan Counsell - Room 214 in Hytten Hall, opposite the International Student Office – email address:

Jan.Counsell@utas.edu.au

If you are an international student you can make an appointment to see Jan individually or sign up for a workshop. These workshops are run every week and are advertised via email or on notice boards.

Jan will also be running **Assignment/Test Preparation Workshops** for all students studying in BEA110 Economics for Business. Each workshop will run for 45 minutes and will provide students with strategies for understanding and interpreting the questions that has been set and for preparing for tests. The focus will be on **language only**. Students will find these workshops of use if they have struggled to match their knowledge with the set question. These workshops will have an entirely practical focus on the set task and will be interactive.

Attendance at Assignment/Test Preparation Workshops is voluntary but is highly recommended for students who find they are spending many hours editing their work or who are achieving below their potential in this subject.

Workshops are scheduled for the following times:

Week 3	Tue 11 th March	1.00pm	COM LTH3	Assignment 1
Week 5	Mon 24 th March	2.00pm	COM LTH3	Test 1
Week 10	Mon 5 th May	2.00pm	COM LTH3	Assignment 2
Week 13	Mon 26 th May	2.00pm	COM LTH3	Exam

Maths Bridging Program

Students who are not confident about their numeracy skills are encouraged to enrol in the unit ESA090 Bridging Maths. This unit is run through the University's Preparation Program (UPP) at the NW Centre and is not examinable. Ms Jenny Oakley, UPP Coordinator, NW Centre (email: Jennifer.Oakley@utas.edu.au) is responsible for the new program. If you have not already enrolled in this unit, you need to submit a variation to enrolment form to Student Administration as soon as possible.

The unit outline is available at:

[http://www.admin.utas.edu.au/HANDBOOKS/UTASHANDBOOKS/UNITS/UNITS E/ESA090.html](http://www.admin.utas.edu.au/HANDBOOKS/UTASHANDBOOKS/UNITS/UNITS%20E/ESA090.html)

Refresher Graphing Workshop

We make quite extensive use of graphs in BEA110 and it is important that you are comfortable drawing and interpreting simple graphs. A special workshop will be held on Friday 28th February in COM318 at 9.00am for students wanting to refresh their graphing skills. Material covered will be at the level of *Appendix: Graphing – a brief review, page 34* of the text for BEA110.

Occupational health and safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Unit schedule

The content of this unit is organised into two modules. Module 1 (Weeks 1-7) covers micro economic topics. Module 2 (Weeks 8 – 13) covers macro economic topics. Detailed Weekly Study Guides for Modules 1 and 2 will be available on WebCT under the icon named “Weekly Guides”.

Week	Topic
	Module 1
1	Unit Introduction What is it that Economists Study? Economic Issues for Firms in the Information Economy – An Overview
2	Production Costs (I) – Key Concepts Production Costs (II) – Knowing Where Your Costs Are
3	Demand (I) – The Fundamentals (Directed Study Week)
4	Demand (II) –Special Topics for Information Goods Profit Maximisation (I) – the Fundamentals
5	Profit Maximisation (II) – Uniform Pricing for a Monopolist
6	Module 1 Test Price Discriminating Strategies for a Monopolist (I)
7	Price Discriminating Strategies for a Monopolist (II) Perfect Competition and the Curse of the Commodity – Strategies for Staying Alive
	Module 2
8	The Measurement of the National Income
9	The Cost of Living and Inflation, Production and Growth
10	Savings, Investment and the Financial System
11	Unemployment
12	Module 2 Test Basic Concepts of the Open Economy
13	Exchange Rates Unit Review and Feedback

Important Dates to Remember (Hobart Campus)

Academic Week	Date	Event
1	Monday 24 February	Lectures begin (Module 1)
1	Friday 28 February, 9.00am, COM318	Special Graphing Workshop
2	Week begin 3 March	Workshops begin
3	Week begin Monday 10 (Eight Hour Day)	Directed Study Topic
3	Week begin 10 March	Tutorials begin
3	Tuesday 11th March, 1.00pm – COM LTH3	ELSIS Workshop for Assignment 1
4	Monday 17 March	Assignment – Module 1 due 10.00am
5	Monday 24th, 2.00pm – COM LTH3	ELSIS Workshop for Test 1
6	Monday March 31	In-class Test – Module 1
8	Monday April 14	Lectures begin (Module 2)
<i>Mid-semester Break - Friday 18 April – Friday 25 April includes Easter and ANZAC Day</i>		
10	Monday 5th May, 2.00pm – COM LTH3	ELSIS Workshop for Assignment 2
11	Monday 12 May	Assignment – Module 2 due 10.00am
12	Monday 19 May	Test – Module 2
13	Monday 26th May, 2.00pm – COM LTH3	ELSIS Workshop for Exam
	Friday 30 May	Classes end
	2 June-6 June	Study Period
	7 June-24 June	Examinations

Learning expectations and strategies

Expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Learning strategies

If you need assistance in preparing for study please refer to your tutor or lecturer. For additional information refer to the Learning Development website :

<http://www.utas.edu.au/learndev/>

If you will be using WebCT for the first time and would like some information on how to use WebCT refer to the following guide:

http://www.utas.edu.au/coursesonline/docs/using_webct.pdf

Some of the units you will study use video conferencing to deliver lectures and tutorials. To enable you to get the best out of a video conference please refer to the following guide. <http://www.its.utas.edu.au/videoconf/vcstudentguide.pdf>

Assessment Summary

Your overall grade in this unit will be determined by your performance in a final exam and in course work.

Final Exam (3 hours)	70%
Continuous Assessment	30%

Continuous Assessment in the unit will consist of the following,

Tests (20%)

Two (2) in-class tests worth 10% each will be held during the first hour of lectures in Weeks 6 and 12. The test in Week 6 will test your understanding of material covered in Module 1 during Weeks 1 – 4. The test in Week 12 will test your understanding of material covered in Module 2 during Weeks 8 -10.

Assignments (10%)

You are required to submit answers to two (2) assignments each worth 5% of your final assessment in the unit. Assignments are due by 10.00am Monday of Weeks 4 and 11. Details of assignment questions and requirements for presentation for Assignment 1 will be distributed during the first lecture or is available on WebCT under the icon called "Assignments". The WebCT link is: <http://webct.utas.edu.au:8900>.

Component	Weight/Value	Due date
Assignment 1	5%	Week 4
Test 1	10%	Week 6
Assignment 2	5%	Week 11
Test 2	10%	Week 12
Final Exam	70%	Examination Period

Submission of assignments

All work must have the School of Economics Assignment Cover Sheet attached. The cover sheet will be available on the unit page on WebCT.

Please remember that you are responsible for lodging your written work on or before the due date. We suggest that you keep a copy – photocopying is ideal. Even in the most 'perfect' of systems, items sometimes go astray. Lodge your assignments in the box marked BEA110 on Level 4, Foyer Area, Commerce Building. Work will be returned during classes. Uncollected assignments will be available from the Secretary's office, Room 407.

Requests for extensions

Extensions will only be granted on the basis of consultation with your lecturer **before** the due date. If you are ill, please provide a medical certificate so that this can be noted. It is up to you to read the unit outline and make sure that you understand the assessment requirements and administrative arrangements in this unit. Ignorance of the content of the unit outline will not be accepted as an excuse for late or missed work.

IF IN DOUBT, ASK.

Academic referencing

Student writers need to back up their ideas by referring to scholarly literature, works of art and inventions that they have used. Failure to do so constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence. It is important that students understand how to correctly refer to the work of others and maintain academic integrity.

The appropriate referencing style for this unit is

Baumol, William (1986), "Productivity Growth, Convergence and Welfare," *American Economic Review*, vol. 76, pp. 1072-85.

Maddison, Angus (1970), *Economic Progress and Policy in Developing Countries*, London, Allen and Unwin.

For information on presentation of assignments :

<http://www.utas.edu.au/library/assist/gpoa/gpoa.html>

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation or copying another student's work.

In fact the intentional copying and submission of someone else's work as one's own is a serious offence tantamount to academic fraud. It is a University offence punishable by a range of penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, exclusion from a unit, a course, or the University. **When in doubt consult your lecturer or tutor.** Details of penalties that can be imposed are available in the Ordinance of Student Discipline or at: www.utas.edu.au/plagiarism

Additional assistance

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer.

Student Services staff are located in Hobart, Launceston and Burnie and provide a wide range of services to assist students, they include:

- Student Counsellor
- Careers Adviser
- Disability Adviser
- Student Employment Service.

Or visit the Student Services website at :
<http://student.admin.utas.edu.au/services/>

Should you require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

contact numbers for Librarian's for this unit is :
<http://www.utas.edu.au/library/about/contact.html#mm>

International Services website provides information on the assistance available to international students, visit their site at :
<http://www.international.utas.edu.au/index.html>

The Learning Development website has a wide range of resources on study skills and learning strategies, visit their site at : <http://www.utas.edu.au/learndev/>

Help resolving concerns about this unit

If you have any concerns or complaints with the administration and/or management in this unit or your BEc course of either a general or personal nature, then you should in the first instance discuss the matter with your lecturer. If you feel that you would rather discuss the issue with an independent person within the School of Economics, then contact the Ombusperson:

Dr Sarah Jennings
School of Economics
Room 413
email sarah.jennings@utas.edu.au

If the matter is still unresolved and you would like to know who to contact or the procedures for resolving your concern refer to the following website :
<http://student.admin.utas.edu.au/services/complaints/index.html>

The Hobart based Tasmanian University Union (TUU) or the Launceston/Burnie based Student Association (SA) may also be able to assist.

Unit feedback

The University of Tasmania, on a regular basis, evaluates its teaching and learning environment through the Student Evaluation of Teaching and Learning (SETL) system. The University values feedback from students and from time to time you will be asked to complete a SETL evaluation for a unit of study. For more information on SETL go to :

<http://www.admin.utas.edu.au/HANDBOOKS/UTASHANDBOOKS/STUDINFO/studeval.html>