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| School | Pôle Paris Alternance (PPA Business School, Paris, France) |
| Qualification Title | BBA Professional Accounting |
| Recognition | Commission Nationale de la Certification Professionnelle (CNCP) (National Commission for Professional Certification) |
| Listed On | Répertoire national des certifications professionnelles (RNCP) National Directory of Professional Certifications |
| RNCP Code | 16261 |
| RNCP Web Link | http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&fiche=16261 |
| Module Title | Business Economics |
| Module Code | |
| EQF Level | 4 |
| Semester | First Semester |
| ECTS Credits | |
| Study Hours | 52 |
| Private Study | 100 |
| TOTAL HOURS | 152 |
| Languages Available | French English |
| Aims | <p>1. To enable students to demonstrate an understanding of the core principles of microeconomics, including: The dynamic nature of supply and demand The efficient operation of markets and when they fail How firms reach output decisions, interact and attain levels of profit under different market conditions</p> <p>2. To enable students to demonstrate an understanding of the core principles of macroeconomics, including: The aggregation of demand and supply in the economy to measure an economy's output; The business cycle and behaviour and interaction of the big macroeconomic indicators; Growth; unemployment; inflation; balance of payments and exchange rates</p> <p>3. To enable students to demonstrate an understanding of the global economic environment.</p> <p>4. To enable students to understand the impact of modern economics on day-to-day business operations.</p> |
| Learning Outcomes | <p>(LO1) Students will be able to develop an understanding of the central economic problem (scarcity) and the nature of economics;</p> <p>(LO2) Students will be able to understand how the market price of goods and services is determined by supply and demand and how markets respond to changes in circumstances, measures of responsiveness and price control, and be able to apply their knowledge to scenario-based questions;</p> <p>(LO3) Students will be able to develop an understanding of how firms' costs of production and revenue are considered to find points of profit maximisation and apply this understanding to the role of being an accountant;</p> <p>(LO4) Students will be able to develop an understanding of different Market environments – Specified by degree of competition in industries (perfect competition, monopoly, monopolistic competition,</p> |

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| | <p>oligopoly); as well as strategic interactions arising such as game theory and price discrimination and see how this information relates to the role of being an accountant;</p> <p>(LO5) Students will be able to develop an understanding of why markets fail to achieve social efficiency;</p> <p>(LO6) Students will be able to develop an understanding of the theory of the whole economy 1 (macroeconomic objectives; the national income) and how this theory applies in the real business world;</p> <p>(LO7) Students will be able to develop an understanding of the theory of the whole economy 2 (aggregate supply and demand, short-term fluctuations, economic growth), and how this theory can be applied to the real business world;</p> <p>(LO8) Students will be able to develop an understanding of the global economy, the gains from international trade as well as the arguments for restricting trade.</p> |
| Assessments | Assessment 1: MCQ'S Quiz 1 hour Weighting: 20% |
| | Assessment 2: Essay Assessment Type: Coursework Size: 1000-1500 Words Weighting: 20% |
| | Assessment 3: Written Unseen Examination Assessment Type: Written Exam Duration: 90 minutes Weighting: 60% |
| Skills | <p>(S1) Adaptability</p> <p>(S2) Problem solving skills</p> <p>(S3) Numeracy</p> <p>(S4) Commercial awareness</p> <p>(S5) Organisational skills</p> <p>(S6) Communication skills</p> <p>(S7) IT skills</p> <p>(S8) International awareness</p> <p>(S9) Lifelong learning skills</p> <p>(S10) Ethical awareness</p> |
| Syllabus | <ol style="list-style-type: none"> 1. Understanding of the central economic problem and the nature of economics 2. Supply and demand principles including market price 3. Market responsiveness and market adjustment 4. Costs, revenues and profit maximization 5. Market environments 6. Theory of the whole economy including national income, aggregate supply and demand, short-term fluctuations and economic growth 7. Inflation and the balance of payments 8. Global economy including international trade |
| Learning Resources | |