

# **ADMS** | **Advanced Diploma in Management Studies Programme**

<b>Course Name</b>	<b>: The Economic Environment</b>
<b>Course Code</b>	<b>: 62</b>
<b>Basic Course / Optional Course / Compulsory Course</b>	<b>: Basic Course</b>
<b>QF Level</b>	<b>: 4</b>
<b>No. of QF Credit</b>	<b>: 10</b>
<b>Mode of Tuition</b>	<b>: Sectional approach</b>
<b>Class Contact Hours</b>	<b>: 30 hours</b>

## **Brief Course Description**

This module provides a basic introduction to economic analysis. It helps students to apprehend the changing economic environment in which business operates.

## **Objective**

This course aims to provide a basic introduction to economic analysis. Concepts learned in economic studies find useful application in subjects like business management, marketing, accounting, human resources management and financial management. Economic environment is also an important element in the content of the subject Business Strategy and the “Management Project”.

## **Course Intended Learning Outcomes (CILO)**

Upon completion of the course, students should be able to:

- CILO 1: define economic concepts and the economic environment within which business firms operate.
- CILO 2: implement analytical tools to explain how a business is affected by its economic environment.
- CILO 3: demonstrate analytical skill in applying economic concepts to study current economic and business problems and policy issues.
- CILO 4: master teamwork skills and communication skills.

## Measurement of Learning Outcomes

1. In-class discussion of cases and recent Hong Kong economic events or policies is arranged to assess students' ability to apply their economic concepts to study current economic and business problems in Hong Kong or in this region. [CILO 1-4]
2. Problem-based assignments are used to assess their conceptual knowledge in solving economic questions and problems. [CILO 1-3]
3. Group project and presentation is arranged to nurture the analytical ability of students to apply economic concepts to study the current issues in Hong Kong economy. [CILO 1-4]
4. Mid-term test is arranged to reinforce and evaluate students' understanding of the course content and main ideas. The test allows students to demonstrate that they have learned and fully understand the material covered in lecture and in the readings. [ CILO 1-4 ]
5. Final examination is arranged to assess students' ability to apply past learning in addressing issues under microeconomic and macroeconomic perspectives. [CILO 1 – 4]

## Indicative Content

1. Demand and Supply  
Introduction, Demand and Supply Models, Household Choices, Output and Cost
2. Market Structure  
Competition, Monopoly, Monopolistic competition and Oligopoly
3. Aggregate Demand and Aggregate Supply  
National income accounting, Multiplier and Aggregate Demand and Supply
4. Macroeconomic Policies  
Fiscal Policy and Monetary Policy

## Lecture Schedule

Week 1 : What is Economics  
Microeconomics  
Week 1 : Demand and Supply  
Week 2 : Household Choices  
Week 3 : Output and Costs  
Week 4 : Competition  
Week 4 : Monopoly  
Week 5 : Monopolistic Competition and Oligopoly  
(exclude game theory)

## Readings

Chapter 1  
  
Chapter 3  
Chapter 8,9  
Chapter 11  
Chapter 12  
Chapter 13  
  
Chapter 14,15

**Macroeconomics:**

Week 6 : Measuring GDP, Inflation, and Economic Growth	Chapter 21
Week 7 : Aggregate Supply and Demand	Chapter 27
Week 7 : Expenditure Multiplier	Chapter 28
Week 8 : Fiscal Policy	Chapter 30
Week 8 : Money, the price Level and Inflation	Chapter 25
Week 9 : Monetary Policy	Chapter 31
Week 10: Review	

**Teaching Method / Class Activities**

The basic method is through lectures coupled with student discussion of relevant issues. Group presentation requires each group of students to present an analysis of current economic or policy issues to the class. Through preparation and participation in discussions, they also acquire skills in time management, problem-solving and oral presentation.

**Weighting of Assessments**

Group Project and Presentation	15%
2 Assignments	15%
Mid-term Test	10%
Final Examination	60%

**Textbook**

Parkin, M., 2016. *Economics, global edition*. 12<sup>th</sup> ed. Kendallville: Pearson Education.

**NOTIONAL LEARNING HOURS (NLHs) AND QF CREDIT OF THE COURSE**

		Learning outcomes	Contact hours (a)	Self- study hours (b)	Total hours (a+b)
<b>Learning and teaching activity</b>					
1	Lecture	CILO1,2,3	24.5	49	73.5
2	Tutorial				
3	Practical work (laboratory, workshop, etc.)				
4	Online, distance and blended learning				
5	Internship / placement / fieldwork				
6	Others				
<b>Assessment</b>					
7	Exercise (assignments)	CILO 1,2,3	2	6	8
8	Project	CILO1,2,3,4	2	8	10
9	Test / examination / assessment activities	CILO 1,2,3,4	3.5		3.5
10	Others				
Total NLHs					95
QF credit = Total NLHs/10					10