

# COURSE DETAIL

## BUSINESS ECONOMICS

### Country

United Kingdom - England

### Host Institution

University of Manchester

### Program(s)

University of Manchester

### UCEAP Course Level

Upper Division

### UCEAP Subject Area(s)

Business Administration

### UCEAP Course Number

119

### UCEAP Course Suffix

N

### UCEAP Official Title

BUSINESS ECONOMICS

### UCEAP Transcript Title

BUSINESS ECONOMICS

### UCEAP Quarter Units

4.00

### UCEAP Semester Units

2.70

### **Course Description**

The course covers analyzing market demand; factors affecting firms; cost, profit analysis, pricing, competition in various kinds of market structure, strategic behavior, firm growth (mergers and acquisitions); the impact of governments on company policies; interpreting economic data; and the macroeconomic environment. In analyzing all these topics, the course relies heavily on, and where practical, current examples and case studies, rather than mathematical modelling.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

BMAN10612

### **Host Institution Course Title**

BUSINESS ECONOMICS

### **Host Institution Course Details**

<https://www.manchester.ac.uk/study/international/study-abroad-exchange/unit-sea...>

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

### **Course Last Reviewed**

2024-2025

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