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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