

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

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