

# 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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