

Business Economics

BA (Hons)

First Year (Level 4)

Semester A	Introduction to Microeconomics	Language or Introduction to Business Operations or Principles of Marketing	Economics Tools and Techniques	The Economics Professional
Semester B	Introduction to Macroeconomics	Language or Accounting for Business		Economy and Society

Second Year (Level 5)

Semester A	Macroeconomics	Consumers, Firms and Markets	Language or Option from List A	Skills for Economists
Semester B	Business Economics Techniques	International Trade and the Open Economy	Language or Option from List B	History of Economic Thought

Optional Modules	
List A	List B
Business Analysis Tools	Financial Management
Understanding Consumers	Labour Economics
Management Accounting for Business Decisions	Principles of Operations Management
Techniques of Economic Analysis	Product Innovation

Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and 6-month work placement. Placement companies might typically include: TNS Global, Caterpillar UK Ltd, Canon Europe Ltd, The Hertz Corporation and PricewaterhouseCoopers.

Final Year (Level 6)

Semester A	Industrial Organisation	Option from list A1 or AB	Option from list A2 or AB	Option from list A2 or AB
Semester B	Economics of Strategy	Option from list B1 or AB	Option from list B2 or AB	Optional from list B2 or AB

Optional Modules	
List A1	List B1
Employment Relations	Forecasting Methods for Managers
Corporate Financial Strategy	Global Marketing, Ethics and Culture
Management Science in Business	International Human Resource Management
	Performance Strategy
List A2	List B2
International Production and Governance	Anatomy of Financial Crises
Money, Banking and Finance	Contemporary Issues in Economics
Industry Practice for Economics Professionals	Public Finance
List AB	
Dissertation – Economics (including Research Methods)	
Language (A + B)	

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners' level. Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) Business Economics with Spanish.