



Course syllabus

Faculty Board of Business, Economics and Design

School of Business and Economics

1NA101 Introduktion till nationalekonomi för marknadsförare, 15 högskolepoäng

1NA101 Introduction to economics for Marketers, 15 credits

Main field of study

Economics

Subject Group

Economics

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Organisational Committee 2009-12-18

The course syllabus is valid from autumn semester 2010

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 3b / 3c or Civics A, English B, Mathematics C (Field-specific entry requirements 4/A4). (Area eligibility 4, but with Mathematics B instead of Mathematics C)

Objectives

After the course the student should be able to:

- Briefly define and explain basic concepts as consumer and producer surplus and allocative efficiency
- Discuss and explain relevant cost theories for producers
- Explain and discuss theories for different kinds of markets and their effect on price, welfare and efficiency
- Discuss principles and consequences of market failure, taxes, and other regulations
- Define, calculate and explain price, income and crossprice elasticities
- Broadly describe principles for strategic behaviour in connection to different kinds of markets
- Explain the theoretical principals for and the consequences of international trade
- Explain basic concepts as GDP, inflation, unemployment and balance of

- payment
- Discuss and explain basic macroeconomic equilibrium and the connection to fiscal, monetary and exchange rate policy

Content

Supply, demand, basic determination of prices, price-, income- and cross price elasticities. Theories of costs different kinds of markets, market failure and allocative efficiency. Basic theories about international trade. Basic macroeconomic concepts; GDP, inflation, unemployment and balance of payment. Macroeconomic equilibrium. Fiscal, monetary and exchange rate policies.

Type of Instruction

Lectures, exercises and seminars.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required reading

Begg, D & Ward, D *Economics for Business*, McGraw Hill, Second edition, (2007)

Pages:360

School of Management and Economics Articles and other material.