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**London  
South Bank  
University**

# Module Guide

Finance and the Economy

**AFE\_4\_FEC**

School of Business

Level 4

## Table of Contents

1.	Module Details .....	3
2.	Short Description.....	3
3.	Aims of the Module .....	3
4.	Learning Outcomes.....	3
4.1	Knowledge and Understanding.....	<b>Error! Bookmark not defined.</b>
4.2	Intellectual Skills.....	<b>Error! Bookmark not defined.</b>
4.3	Practical Skills .....	<b>Error! Bookmark not defined.</b>
4.4	Transferable Skills.....	<b>Error! Bookmark not defined.</b>
5.	Assessment of the Module.....	4
6.	Feedback .....	4
7.	Introduction to Studying the Module .....	4
7.1	Overview of the Main Content.....	4
7.2	Overview of Types of Classes .....	4
7.3	Importance of Student Self-Managed Learning Time .....	5
7.4	Employability .....	5
8.	The Programme of Teaching, Learning and Assessment .....	5
9.	Student Evaluation .....	6
10.	Learning Resources .....	6
	NOTES.....	<b>Error! Bookmark not defined.</b>

## 1. MODULE DETAILS

<b>Module Title:</b>	Finance and the Economy
<b>Module Level:</b>	4
<b>Module Reference Number:</b>	AFE_4_FEC
<b>Credit Value:</b>	20
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	60
<b>Private Study Hours:</b>	140
<b>Pre-requisite Learning (If applicable):</b>	Not applicable
<b>Co-requisite Modules (If applicable):</b>	Not applicable
<b>Course(s):</b>	5215 BA Marketing with Digital Communications 5702 (FT) BA (Hons) Accounting and Finance 5703 (PT) BA (Hons) Accounting and Finance 5718 Accounting and Finance (With Placement)
<b>Year and Semester</b>	Year 1 semester 1
<b>Module Coordinator:</b>	Dr.Rasha Aly Sultana Ashiq (Economics part, apprentices only) Suresh (Finance part only)
<b>MC Contact Details (Tel, Email, Room)</b>	07891383720, <a href="mailto:Alyr3@lsbu.ac.uk">Alyr3@lsbu.ac.uk</a>
<b>Teaching Team &amp; Contact Details (If applicable):</b>	<a href="mailto:Sureshs@lsbu.ac.uk">Sureshs@lsbu.ac.uk</a> <a href="mailto:Ashiqs2@lsbu.ac.uk">Ashiqs2@lsbu.ac.uk</a> (apprentices only) Christopher Elven, <a href="mailto:Elvenc@lsbu.ac.uk">Elvenc@lsbu.ac.uk</a>
<b>Subject Area:</b>	Economics
<b>Summary of Assessment Method:</b>	100% Coursework
<b>External Examiner appointed for module:</b>	

## 2. SHORT DESCRIPTION

This module introduces students to a range of economic and financial topics and shows how these can be applied to understand the world around us. The module develops student understanding of the external environment businesses face, and aspects of finance relevant to the business context.

## 3. AIMS OF THE MODULE

The module aims to develop students' understanding of the context in which modern business operates. Thus, enabling students to appreciate and apply simple economic concepts to facilitate business decision making in an increasingly dynamic and resource constrained global business environment. It further aims to equip students with the understanding of financial tools and markets and the knowledge to make financial decisions for their personal or professional lives.

## 4. LEARNING OUTCOMES

After successful completion of the module students will be able to:

- Explain how markets and competitors influence business decisions and performance
- Apply economic ideas, techniques and theories to understand, analyse and explain business situations

- Apply various tools of financial analysis to assess business performance and make judgements about markets
- Use Excel to create graphs & tables for reporting purposes

## 5. ASSESSMENT OF THE MODULE

### **Formative assessment:**

- In-class questioning and testing during the lecture.
- Evaluation of subject knowledge and understanding will be assessed via seminar questions / exercises and self-evaluation at the end of each class.
- Encouraging students to act as learning resources for one another.

### **Summative assessment:**

100% coursework in the form of an individual business report with a supporting Excel spreadsheet to be submitted end of term ( Exact date will be announced )

## 6. FEEDBACK

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site within 15 working days.

## 7. INTRODUCTION TO STUDYING THE MODULE

### 7.1 Overview of the Main Content

1. PESTEL and the business environment
2. The capitalist revolution
3. Scarcity, work and choice
4. Social interactions
5. The firm: owners, managers and employees
6. The firm and its customers
7. Supply and demand: price-taking and competitive markets
8. Banks, money and the credit market
9. Prices and inflation
10. Business finance, raising finance and financial analysis
11. Financial ratios and financial performance management
12. Costing, cash flow and budget management

### 7.2 Overview of Types of Classes

This module will be delivered via a weekly 2 hour lecture and a 2 hour seminar.

Weekly lectures will provide the framework for the areas of study and computer-based seminars will enable students to practically put to use and develop the knowledge gained in the lecture.

Students are expected to undertake a significant amount of reading, the self-managed learning time is guided through a portfolio of readings outlined in the supporting documentation for this module.

There will be periodic evaluations to ensure students are developing the necessary skills and to provide feedback on progress

### 7.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

### 7.4 Employability

This module contributes to a student's employability by providing them with the tools of analysis that can be successfully applied in a range of careers in both the private and public sectors. Economics and Finance are recognized and valued by many employers as rigorous academic subjects which provide a number of key transferable skills. Students will be exposed to the use of Microsoft Excel to display data in graphical form and to create professional reports.

## 8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

SEMESTER 2		
WEEK	TOPIC	READING (CORE TEXT)
1.	Scarcity , Work and Choice	Mankiw, Ch1 , Ch2 and Ch3
2.	Supply and Demand	Mankiw CH4

3.	PESTLE and the business environment	
4.	The firm, owners , managers and employers	Mankiw
5.	Prices and Inflation	Mankiw
6.	Social Interaction	The economy
7.	Capitalist revolution	The Economy
8.	Revision and CW guidance on Economics	(Not for apprentices)
8	Financial Management Function, Financial Arithmetic and Investment appraisal metrics	G&Z chapter 1, 5 & 10
9	Financial ratios and financial performance management	Financial Management for Decision Makers- chapter 3
10	Business finance, raising finance and financial analysis	Financial Management for Decision Makers – Chapter 6

## 9. STUDENT EVALUATION

You will be requested to fill in a Module evaluation questionnaire

## 10. LEARNING RESOURCES

### Reading List

#### Core Reading:

1. The Core Team (2017). *The Economy: Economics for a Changing World*.
2. Atrill, P (2014). *Financial Management for Decision Makers*, 7<sup>th</sup> ed. Pearson
3. Mankiw, G. N.; Taylor, M. P. and Ashwin, A. (2016). *Business Economics* (Second edition). New York: Cengage Learning

#### Optional Reading:

1. L.J. GITMAN & C.J. ZUTTER “Principles of Managerial Finance” (Global Edition, Pearson, 2015) - this text, referred to as ‘G&Z’ in the learning materials provided.
2. Financial Times
3. The Economist

#### Library support for students:

- You are encouraged to book additional workshops to learn how to find research materials and reference them: MyLSBU > Library > Events and Workshops
- Visit the drop-in Research Help Desk located on Level 3 Bridge in the Perry Library
- If you would like further help, please contact the Information Skills Librarian at: [LLRbus@lsbu.ac.uk](mailto:LLRbus@lsbu.ac.uk).

**Students IT support and training**

- Students can contact LRC for IT issues such as LSBU account, printing, and accessing wifi network: [LLRithelpdesk@lsbu.ac.uk](mailto:LLRithelpdesk@lsbu.ac.uk). IT workshops can be booked via MyLSBU > Library > Events and Workshops.
- If you need further help in using a particular software (e.g. Excel or SPSS) or application, please contact IT and Digital Skills Training team: [digitalskills@lsbu.ac.uk](mailto:digitalskills@lsbu.ac.uk)

**Self-learning materials on Lynda.com**

LSBU has subscribed to video platform called Lynda.com. It has 4000+ video courses in different business and technology subjects including social media, project management and Excel applications.

How to sign up: go to <https://www.lynda.com/> and click "Sign In". Click 'Sign in with your organization portal', and type [lsbu.ac.uk](http://lsbu.ac.uk). Continue. Follow the steps to enter your LSBU logins.