Engineering Tripos Part IB, 2P8: Introductory Business Economics, 2017-18

Lecturer

Dr A Rosato [1]

Timing and Structure

Weeks 1-8, Lent Term. 8 lectures. Compulsory Section for Paper 8.

Aims

The aims of the course are to:

- Introduce students to some basic concepts, categories and tools of economics, both as general background and in preparation for other economics courses in the Engineering Tripos.

Content

The course consists of eight lectures

- Introduction to Economics
- Microeconomics: Demand, Supply and Market Equilibrium
- Microeconomics: Costs and the Firm
- Microeconomics: Market Structure
- Macroeconomics: Introduction
- Macroeconomics: the Components of Aggregate Demand
- Macroeconomic: Policy
- Review

Booklists

Please see the Booklist for Part IB Courses [2] for references for this module.

Examination Guidelines

Please refer to Form & conduct of the examinations [3].

UK-SPEC

This syllabus contributes to the following areas of the UK-SPEC [4] standard:

Toggle display of UK-SPEC areas.

KU3

Appreciate the social, environmental, ethical, economic and commercial considerations affecting the exercise of their engineering judgement.

D2

Understand customer and user needs and the importance of considerations such as aesthetics.

D3

Identify and manage cost drivers.

S1

The ability to make general evaluations of commercial risks through some understanding of the basis of such risks.

S2

Extensive knowledge and understanding of management and business practices, and their limitations, and how these may be applied appropriately to strategic and tactical issues.

P3

Understanding of contexts in which engineering knowledge can be applied (e.g. operations and management, technology, development, etc).

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Links
[1] mailto:ar915@cam.ac.uk
[2] https://www.vle.cam.ac.uk/mod/book/view.php?id=364081&chapterid=43891
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