

## **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>

[3] <https://teaching.eng.cam.ac.uk/content/form-conduct-examinations>

[4] <https://teaching.eng.cam.ac.uk/content/uk-spec>