

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Management Environment		
<b>MODULE CODE</b>	MD4050 (L7)	<b>CREDIT VALUE</b>	10 credits / 5 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

The overall theme of the module is 'Think' and aims to use constructive confrontation to challenge assumptions that are made within businesses and the economy. Concepts of micro and macroeconomics in the context of the business environment of management are introduced along with their application in the real world.

### MODULE CONTENT

The module divides into two equal parts. The first is concerned with the micro environment of business and the second with the macro context.

Economic cost v. Accounting cost  
 Business Models; New economic models of the digital economy (NEMODE)  
 Game Theory - Hostage Negotiation – Sun Tzu and the Art of War  
 Behavioural Economics pt. 1 – MINDSPACE – Nudge theory  
 Behavioural Economics pt. 2 – Government policy  
 European and International Labour Markets – Migration

Business cycles – asset bubbles - crises  
 GDP – Aggregate Demand – Economic Growth  
 Fiscal/monetary policy and Government objectives  
 Global Interconnectedness  
 Forecasting; The World in 201X  
 Golden Rules of Business; Curiosity, Challenge, Constructive Confrontation

### INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Construct a business model canvas and understand its importance
2. Have an awareness of cognitive bias and the importance of reflective thinking when making decisions
3. Apply tools of behavioural economics and game theory in the management environment
4. Understand global interconnectedness and its effect on businesses, individual economies and the global economy
5. Understand the issues associated with the tools of Government, measurement and forecasting

### TEACHING METHODS

A variety of teaching methods will be utilised including, but not limited to, formal lecture, class discussion, group discussion, case study analysis, short video clips, data visualisations and in-class experiment.

Knowledge and understanding will be supported by informal but critical class discussion. Lecture slides, notes, handouts and web links will all be available on Blackboard.

## **ASSESSMENT METHODS**

This module is assessed through a portfolio and a written examination.

