

# BUS702 Economics for Managers

**School:** School of Business and Creative Industries

2025 | Session 2

UniSC Sunshine Coast

**BLENDED  
LEARNING**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Online

**ONLINE**

You can do this course without coming onto campus.

Please go to [usc.edu.au](http://usc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.

## 1. What is this course about?

### 1.1. Description

This course aims to provide you with a systematic overview of economics as a foundation study in business, covering microeconomics, macroeconomics and introducing international economics. Business managers need to be aware of the economic environment in which they work, and the impact this environment has on their decision-making.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	2hrs	Week 1	6 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	3hrs	Week 1	6 times
<b>Information session</b> – Additional information sessions.	1hr	Week 2	2 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	2hrs	Week 1	6 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	3hrs	Week 1	6 times
<b>Information session</b> – Additional information sessions.	1hr	Week 2	2 times

### 1.3. Course Topics

- Is Capitalism in Crisis?
- Why is Economic Growth Important?
- Is the market system best?
- What has economics to say about pricing?
- Why should decisions be made at the margin?
- How does the market fail and what can be done about it?
- Is macroeconomics as simple as microeconomics?
- What are the risks associated with trade?
- Why does money matter?
- Can fiscal policy improve macroeconomic outcomes?
- Is globalisation a force for good?

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Apply microeconomic principles to business decisions.	Knowledgeable Empowered	PC1, PC3, PC4
2 Apply macroeconomic principles to evaluate economic policy.	Knowledgeable Creative and critical thinker Empowered	PC1, PC3, PC4
3 Analyse and evaluate an economic argument and create a synthesis of ideas and evidence.	Creative and critical thinker Empowered Engaged	PC1, PC3, PC4

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC3	Creative and Critical Thinking
PC4	Community Consciousness

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

Enrolled in any PGRD Program or (enrolled in Program SC410, SC411, SC425, SC404 or SC405) and 280 units completed towards either of these Programs)

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

MBA708 or EMB758

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

## 6.2. Details of early feedback on progress

Application of economic concepts to real-world problems will start in Week 1 with feedback provided orally in class.

## 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Quiz/zes	Individual	50%	2 hours	Week 4	In Class
All	2	Case Study	Individual	50%	2,000 words (excluding graphs and bibliography)	Week 7	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Quiz

GOAL:	This task will test your understanding of basic economic principles covered in the first three weeks of classes.		
PRODUCT:	Quiz/zes		
FORMAT:	Problems/Questions requiring short comprehensive answers that apply the concepts covered in the first three weeks of classes. This is an invigilated assessment. On-campus students will need to take this quiz in-class, and online students will take this quiz online during their Week 4 workshops. Further details on the assessment are provided in Canvas.		
CRITERIA:	No.		Learning Outcome assessed
	1	Application of microeconomic principles to business decisions	1
	2	Application of macroeconomic principles to judge economic policy	2
GENERIC SKILLS:	Communication, Problem solving, Organisation		

## All - Assessment Task 2: Case Study

<b>GOAL:</b>	The topic will require you to apply your knowledge of the economic theory you have learned in the context of a contemporary macroeconomic puzzle. In doing this, you will develop skills that will allow you to understand current economic events.																						
<b>PRODUCT:</b>	Case Study																						
<b>FORMAT:</b>	This is an individual assessment. You will be given a description of a macroeconomic puzzle and will be asked to answer a number of questions.  Further details on the task and the marking rubric are provided in the assessment area in Canvas.																						
<b>CRITERIA:</b>	<table><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr><tr><td>1</td><td>Analysis, evaluation and synthesis of an economic argument</td><td>3</td></tr><tr><td>2</td><td>Application of macroeconomic theory to contemporary economic policy</td><td>2</td></tr><tr><td>3</td><td>Analysis of how economic context matters in business decisions</td><td>1</td></tr><tr><td>4</td><td>Application of sustainability frameworks, theories, concepts and responsibilities in a business context.</td><td>2</td></tr><tr><td>5</td><td>Recognition of diverse stakeholder interests in a business decision making context.</td><td>1</td></tr><tr><td>6</td><td>Knowledge of relevant legislation and principles associated with social responsibility, ethical conduct and/or sustainable practice in a business context</td><td>3</td></tr></table>	No.		Learning Outcome assessed	1	Analysis, evaluation and synthesis of an economic argument	3	2	Application of macroeconomic theory to contemporary economic policy	2	3	Analysis of how economic context matters in business decisions	1	4	Application of sustainability frameworks, theories, concepts and responsibilities in a business context.	2	5	Recognition of diverse stakeholder interests in a business decision making context.	1	6	Knowledge of relevant legislation and principles associated with social responsibility, ethical conduct and/or sustainable practice in a business context	3	
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<b>GENERIC SKILLS:</b>	Communication, Problem solving, Organisation																						

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

### 8.2. Specific requirements

Not applicable

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

### 10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty  
From 15 minutes to 30 minutes: 20% penalty  
More than 30 minutes: 100% penalty

### 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

### 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

## 10.10. General Enquiries

### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)