



# Business Economics

BA Hons



## Why study this programme?

This programme covers the principles of economics and their application to business. The core courses equip students with knowledge of economics and a wide range of practical skills: in investigation, information management and presentation. These include the mathematical and statistical methods needed for economic and business analysis. The programme aims to develop the ability to apply the skills acquired to a range of current business problems.

BA Hons Business Economics differs from the BSc Hons Economics programme in that the former provides an option in an area of business (for example human resource management, marketing, operations management or accounting) from Year 1 onwards. As with all economics-based degrees, employers value the transferable skills gained in analysis, decision-making and communication. This makes business economics graduates highly employable across a broad range of fields.

## Why study with us?

This programme is geared to meet the opportunity in the market for employment by international organisations of graduates with sophisticated understanding and application of economic theory to international contexts, business, markets and institutions.

The programme is therefore distinctive for being internationally attuned and for preparing students to become competent, confident and readily employable at an international level.

Our programmes are constantly revised to reflect current business priorities and demands of employers through business forums with local business leaders. This ensures students are trained in relevant business application.

Our staff's wealth of international business knowledge and teaching experience is combined with a commitment to support the learning of each student. Staff are involved with businesses and the local community, so they provide practical experience as part of their teaching.

The School delivers innovative ways to learn as traditional teaching is supported by online resources, within the virtual learning environment and this is supplemented by business simulation exercises and practical games. Students also have access to industry experts through guest presentations and lecturers, and the opportunity to visit companies.

All our undergraduate students have the opportunity to undertake a placement year. This enables students to establish good career prospects and earning potential. We have a dedicated team to find suitable and beneficial placement opportunities to provide work experience and valuable industry insight.

BA Hons Business Economics students study at the Old Royal Naval College buildings on the university's Greenwich Campus. This magnificent 17th-century setting is next to the centre of Greenwich, a bustling district just 20 minutes by train from central London. Halls of residence are close to the campus.



# What courses will you study?

## Year 1

- Introduction to Economics for Business (30 credits)
- Quantitative Methods for Economists 1 (30 credits)
- Personal and Professional Development 1 (15 credits)
- Introduction to Economic Institutions and Frameworks (15 credits)
- One or two options totalling 30 credits from: Introduction to Financial Accounting (30); Cost Accounting in an Ethical and Organisational Context (30); Introduction to Business Functions (15); Business Planning and Development (30); Introduction to Business Processes (30); Banking and Finance in a Global Context 1 (15); Organisation Behaviour 1: Managing the Performance of Individuals (15); Applied Business Law (30); Marketing Principles and Planning (30)

## Year 2

- Professional Practice in International Business and Economics (15 credits)
- Intermediate Economics for Business (30 credits)
- Quantitative Methods for Economists 2 (30 credits)
- Multinational Business in the Growth Economies (15 credits)
- One or two options totalling 30 credits from: Management Accounting (30); Cross-cultural Management (15); Business Ethics (15); Management and Information Systems (15); Project Planning (15); Value Chain Management (30); Internationalisation, Trade and Markets (15); Strategic Quality Management (15); Financial Markets and Institutions (15); Organisation Behaviour 2: Managing Groups and Teams (15);

Commercial and Corporate Law (30);  
Customer Insight and Research (30);  
Relationship Management (15)

## Optional sandwich year

### Final Year

- Project: Economics and International Business (30 credits)
- Managerial Economics (30 credits)
- Two, three or four options totalling 60 credits from: Small Business Development (30); Innovation in Action (15); Organisation Behaviour 3: Leadership (15); Managing Strategy (30); International Business Management (30); Economics of Finance and Investment (30); Economics of International Development and Finance (30); Monetary Economics (30); Finance (30); Marketing Law (30); Contemporary Issues in Marketing (30)

## Teaching and assessment

All degree programmes are taught using a combination of lectures, tutorials, seminars, case studies and presentations. Units have a strong commercial orientation, as well as academic rigour. Students are assessed through assignments, examinations and presentations. Courses are taught by University of Greenwich lecturers who have strong industry and commercial experience, as well as excellent academic credentials.

## Career opportunities

Graduates have opportunities in accounting, financial services, the City market sector, advertising, insurance, journalism, the civil service and education.

## Financial information

For up-to-date information on tuition fees, bursaries and scholarships, visit [www.gre.ac.uk/finance](http://www.gre.ac.uk/finance).



## Key facts

**UCAS code:** L112 G BA/BusEcon

**Attendance:** 3 years full-time, 6 years part-time

### Entry requirements:

For a full list of entry requirements, including UCAS points, please visit [www.gre.ac.uk/programmes](http://www.gre.ac.uk/programmes).

- We welcome applications from mature students and/or students with professional work backgrounds.

### How to apply:

- Full-time students apply through UCAS. For further information and UCAS deadlines, please visit [www.ucas.ac.uk](http://www.ucas.ac.uk).
- Part-time students apply online at [www.gre.ac.uk/apply](http://www.gre.ac.uk/apply).
- Applicants applying from outside the United Kingdom and Republic of Ireland should apply online at [www.gre.ac.uk/apply](http://www.gre.ac.uk/apply). For further information, e-mail [international@gre.ac.uk](mailto:international@gre.ac.uk).

## Your next step

University Open Days are held several times a year. They include a programme of talks and offer you the opportunity to speak to staff and students. You may also be given a tour of the campus. A list of dates can be found at **[www.gre.ac.uk/opendays](http://www.gre.ac.uk/opendays)**, or contact the Enquiry Unit or International Office for further information.



Why not sign up as a Greenwich VIP and create your own Greenwich webpage, personalised to

your choice of programme and interests? Becoming a Greenwich VIP is a fast route to ordering our publications, booking an Open Day and finding out more about the university. You can also take part in chat sessions with staff and students, receive text and e-mail alerts, and enter our online competitions. Sign up at **[www.gre.ac.uk/study](http://www.gre.ac.uk/study)**.

## For further information

To find out more about studying at the university, please contact:

Website: **[www.greenvich.ac.uk](http://www.greenvich.ac.uk)**

### UK students

#### Enquiry Unit

Telephone: 020 8331 9000

Fax: 020 8331 8145

E-mail: [courseinfo@gre.ac.uk](mailto:courseinfo@gre.ac.uk)

### International/EU students

#### International Office

Telephone: +44 20 8331 8136

Fax: +44 20 8331 8625

E-mail: [international@gre.ac.uk](mailto:international@gre.ac.uk)





UNIVERSITY  
of  
GREENWICH

**Business School  
University of Greenwich**

Greenwich Campus  
Old Royal Naval College  
Park Row  
London SE10 9LS



**THE QUEEN'S  
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**2008**



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