

Economics Undergraduate Programme at UPIC (First Year Entry)

As part of the UPIC Economics degree, students develop a range of skills valued by employers such as communication, financial forecasting, presentations and budgeting. Each programme has a strong contemporary feel and relates economics theories and concepts to the practical issues facing economists in the 21st Century. Successful completion of your chosen degree can lead to career opportunities in marketing, enterprise, business operations, banking, finance, politics and other graduate level jobs.

In the First Year of the programme you will take the following core modules, four in the first semester and four in the second.

In Semester One you will study:

- ➔ Interactive Learning Skills and Communication
- ➔ Business Foundations
- ➔ Introduction to Marketing
- ➔ Principles of ICT

In Semester Two you will study:

- ➔ Principles of Economics and Finance
- ➔ Business Accounting
- ➔ Interpreting Economic Data
- ➔ Economics in Action

Module Overview

Interactive Learning Skills and Communication

This module aims to help students to develop their Academic English, Study Skills, Research, Critical Reasoning skills in order to be successful undergraduate students; a subsidiary aim of this module is to ensure that students develop the skills, dispositions and ability to function independently and take responsibility for their personal, academic and professional development.

Business Foundations

This module aims to provide knowledge of the economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological aspects that influence business and management. It gives understanding of the above influences at local, national and global levels. It also provides understanding of how the above can impact upon the strategy, behaviour, management.

Introduction to Marketing

This module provides a broad overview of marketing theories and models whilst introducing the student to a market orientated approach to the solution of organisational problems.

Principles of ICT

This module will deliver an accurate snapshot of the state of ICT as it exists currently, as well as to equip the student with a useful set of skills in the use of common productivity software and Internet based applications.

Business Accounting

Introducing accounting as the measurement, recording and communication of financial information for the purpose of business decision making in the context of risk, sustainability and liquidity. The module exposes students to practical applications of a range of relevant accounting techniques which enable effective decision making process.

Principles of Economics and Finance

This module provides an introduction to core principles of both economics and finance (if applicable to the cohort). It explores some basic concepts and techniques involved in economic and financial analysis at an introductory level and considers the relevance of economics and finance to broad areas such as business decision-making and risk management.

Interpreting Economic Data

The module introduces the area of data analytics and the role of data in business decision making. You will explore the use of accounting, economic and financial data and common decision making/analytical frameworks in informing business decisions. You will go on to examine major themes of management decision making (i.e. processes, models and analytical methods) and basic statistical analysis in the context of supporting and informing a number of key business decisions (e.g. pricing, investment).

Economics and Society

In this module you will consider a range of contemporary issues within society and explores how the basic tools of economic analysis can be used to gain insight and understanding of those issues.

