



# ECON20040 *Economics and Finance for Business*

## Term 2 - 2019

Profile information current as at 15/05/2024 01:41 am

All details in this unit profile for ECON20040 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

In this unit you will address the fundamental workings of the market mechanism, an overview of micro and macro economics and the role of governments and independent central banks in regulating and managing economic activity. You will address the international factors that affect domestic economies and how this in turn affects organisational performance. The unit will provide you with a fundamental understanding of the language of economics and finance, and the key issues that managers must be familiar with to work with finance managers and economists. You will be introduced to a range of financial decision making concepts such as financial goals, financial markets, financial mathematics, risk and return, asset pricing, capital budgeting, cost of capital, capital structure and dividend policy. As this is an integrated unit bringing together the related concepts of economics and finance, you will explore and acquire an understanding of effective financial management, domestic and global economic forces and the inherent relationship between these factors.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Only students enrolled in CL20 Master of Business Administration or CC52 Graduate Diploma of Business Administration or CC51 Graduate Certificate in Business Administration can enrol in this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2019

- Melbourne
- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 40%

#### 2. **Presentation**

Weighting: 20%

#### 3. **Report**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student's feedback.

**Feedback**

Spread the assessments out through the semester.

**Recommendation**

Have one of the assignments earlier in the term.

#### Feedback from AIMS

**Feedback**

Low enrollment numbers.

**Recommendation**

Promote MBA to campus students not only to flex.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Understand the fundamental theories in economics, characteristics of different market structures and recognise how these affect organisations and business activity
2. Examine the role of government and independent institutions in the management and regulation of the economy, financial markets and the impact on business and organisations
3. Interpret and critically evaluate the impact of various domestic and international factors on an organisation's economic and financial performance
4. Assess the role of globalisation on economies and corporate finance contexts
5. Analyse and synthesise the data and concepts provided by finance managers and economists to address and solve business problems.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
---	--	--	--	--	--

### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge					
2 - Communication					
3 - Cognitive, technical and creative skills					
4 - Research					
5 - Self-management					
6 - Ethical and Professional Responsibility					
7 - Leadership					
8 - Aboriginal and Torres Strait Islander Cultures					

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 40%								
2 - Presentation - 20%								
3 - Report - 40%								

## Textbooks and Resources

### Textbooks

ECON20040

#### Prescribed

##### **Financial Management: Principles and Applications**

Edition: 7th (2015)

Authors: Titman, S., Keown, A., Martin, J. and Martin T.

Pearson

Australia

ISBN: 9781486019649

Binding: Hardcover

ECON20040

#### Prescribed

##### **Managerial Economics**

Edition: 5th (2018)

Authors: Froeb, L., McCan, B., Ward, M. and Shor, M.

Cengage Learning

Boston, MA, USA

ISBN: 9781337106665

Binding: Hardcover

#### **Additional Textbook Information**

Paper copies of both texts can be purchased at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Galina Williams** Unit Coordinator

[g.williams@cqu.edu.au](mailto:g.williams@cqu.edu.au)

## Schedule

### **Week 1 - 15 Jul 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to economics and finance. Why economics and finance are useful to Business?	Froeb et al 2016, Cengage, Chs. 1-4 Titman et al 2016, Pearson, Ch 1	

**Week 2 - 22 Jul 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Financial markets and relationship to businesses	Titman et al 2016, Pearson, Ch 1- 2, 9-10	

**Week 3 - 29 Jul 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Investment and financial decisions: Basics	Froeb et al 2016, Cengage, Ch. 5 Titman et al 2016, Pearson, Ch 1, 5-7, 9-10	

**Week 4 - 05 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Simple pricing	Froeb et al 2016, Cengage, Ch. 6	

**Week 5 - 12 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Understanding markets and industry changes	Froeb et al 2016, Cengage, Ch. 8	

**Vacation Week - 19 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

**Week 6 - 26 Aug 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Market structures	Froeb et al 2016, Cengage, Ch. 9	

**Week 7 - 02 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Investment and financing decisions- Advanced	Titman et al 2016, Pearson, Ch 8, 11-12, 14-15	<b>Assignment 1 (Economics)</b> Due: Week 7 Wednesday (4 Sept 2019) 5:00 pm AEST

**Week 8 - 09 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
International finance	Froeb et al 2016, Cengage, Ch. 11 Titman et al 2016, Pearson, Ch 19	

**Week 9 - 16 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Risk Management and Dividend Policies	Titman et al 2016, Pearson, Ch 3, 13, 16, 18, 20	

**Week 10 - 23 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
How macroeconomic policies affect businesses	Layton et al 2016, Cengage, Chs. 16-17	

**Week 11 - 30 Sep 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Current debates in finance	No set reading	<b>Assignment 2 (Economics and Finance)</b> Due: Week 11 Friday (4 Oct 2019) 5:00 pm AEST

**Week 12 - 07 Oct 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Presentations		(Presentations will be done during week 12)

**Review/Exam Week - 14 Oct 2019**

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Assignment 3 (Finance)</b> Due: Review/Exam Week Friday (18 Oct 2019) 5:00 pm AEST

**Exam Week - 21 Oct 2019**

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

## Assessment Tasks

### 1 Assignment 1 (Economics)

**Assessment Type**

Written Assessment

**Task Description**

The first assessment is a research essay (3000 words). It is worth 40 marks.

Further details of the assignment are available on the unit Moodle site (Assessment block).

Research essay requires a significant research to be undertaken and will take some time to develop a quality answer.

Penalties (5% of the total available marks for the assessment for each calendar day (full or part) it is overdue) will apply for any late submissions without an approved extension.

**Note: No submissions, including the ones automatically submitted by Moodle, will be reverted to draft after the due date. More information about Moodle submission is provided on the unit Moodle website.**

**Assessment Due Date**

Week 7 Wednesday (4 Sept 2019) 5:00 pm AEST

Penalties will apply for any late submissions without an approved extension.

**Return Date to Students**

Week 9 Wednesday (18 Sept 2019)

Only those students who submit assignments on time can expect this return date.

**Weighting**

40%

**Assessment Criteria**

Assessment criteria include: clear explanations of key points of economic theory, evidence of research for case studies and correct in-text referencing following APA referencing style. More details are provided on the unit Moodle website.

It is important that you familiarise yourself with the Plagiarism policy. The following information is from the Academic Misconduct Procedure Policy available from CQUni website: <https://www.cqu.edu.au/policy>

"Plagiarism: the presentation of work, ideas or data of others as one's own, without appropriate acknowledgment and referencing. Plagiarism also includes self-plagiarism. Examples include:

- a) the inclusion of one or more sentences from another person's work, or tables, graphs, images, designs, computer programs and any other data, ideas or work without the use of quotation marks and acknowledgment of the source and without referencing
- b) the use of one or more sentences from the work of another person where a few words have been changed or where the order of copied phrases/sentences has been changed
- c) copying the work of another student, with or without their agreement.

Self-plagiarism: the presentation of one's own work for more than one assessment without acknowledgment and referencing. Examples include the reuse of all or part of one's own work that has already been given academic credit, without acknowledgment.

Cheating: fraud, dishonesty or deceit of any kind in relation to an academic assessment. Examples include:

- a) copying or attempting to copy from other students in either an examination or assessment
- b) communicating with others during an examination
- c) bringing in any materials or devices into an examination that are not authorised
- d) tampering with examination materials
- e) leaving exam or test answer papers exposed to the view of other students
- f) colluding with other students in individual assessments
- g) allowing others to provide you with any material that give you an unfair advantage in an assessment
- h) providing material to other students to enable them to present it as a part or whole as their own work
- i) completing an assessment for another person or having another person assisting in the completion of your assessment
- j) taking an exam for another person or having another person take an exam for you

- k) providing forged or falsified medical or other documents to gain an academic advantage
- l) making a false claim in relation to an assessment or examination in order to obtain an unfair advantage
- m) falsification of data, information or citations as part of an assessment
- n) taking actions to prevent other students from completing their assessment work".

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

Submit your assignment through the link provided on the unit Moodle site. Include your name and student number on your assignment.

### Learning Outcomes Assessed

- Understand the fundamental theories in economics, characteristics of different market structures and recognise how these affect organisations and business activity
- Interpret and critically evaluate the impact of various domestic and international factors on an organisation's economic and financial performance
- Analyse and synthesise the data and concepts provided by finance managers and economists to address and solve business problems.

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

## 2 Assignment 2 (Economics and Finance)

### Assessment Type

Presentation

### Task Description

The second assessment is an individual presentation (Economics and Finance). It is worth 20 marks. Further details of the assignment are available on the unit Moodle site (Assessment block).

### Assessment Due Date

Week 11 Friday (4 Oct 2019) 5:00 pm AEST  
Presentations will be done during week 12

### Return Date to Students

Week 12 Friday (11 Oct 2019)  
Marks with feedback will be provided online.

### Weighting

20%

### Assessment Criteria

Students should interpret and critically evaluate the impact of various domestic and international factors on an organisation's economic and financial performance. They will assess the role of globalisation on economies and corporate finance contexts.

Further details of the assignment are available on the unit Moodle site (Assessment block).

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

Presentations will be done individually during week 12. Submit your presentation slides through the link provided on the unit Moodle site before the due date. Include your name and student number on your document.

### Learning Outcomes Assessed

- Interpret and critically evaluate the impact of various domestic and international factors on an organisation's



- economic and financial performance
- Assess the role of globalisation on economies and corporate finance contexts

#### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

### **3 Assignment 3 (Finance)**

#### **Assessment Type**

Report

#### **Task Description**

The third assessment involves a set of questions and a case study. The objective is to develop a report (3000 words) based on the questions. It is worth 40 marks.

Further details of the assignment, including the report format, are available on the unit Moodle site (Assessment block). Response to the questions should cite relevant research. The response may also involve few simple calculations based on the concepts introduced in lecture slides. Please note that it will take some time to develop a quality answer and an early start is advised.

Penalties (5% of the total available marks for the assessment for each calendar day (full or part) it is overdue) will apply for any late submissions without an approved extension.

**Note: No submissions, including the ones automatically submitted by Moodle, will be reverted to draft after the due date. More information about Moodle submission is provided on the unit Moodle website.**

#### **Assessment Due Date**

Review/Exam Week Friday (18 Oct 2019) 5:00 pm AEST

Penalties will apply for any late submissions without an approved extension.

#### **Return Date to Students**

Exam Week Friday (25 Oct 2019)

Only those students who submit assignments on time can expect this return date.

#### **Weighting**

40%

#### **Assessment Criteria**

Assessment criteria include: clear explanations of key points of financial theory, evidence of research for case studies and correct in-text referencing following APA referencing style. More details are provided on the unit Moodle website.

#### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Submit your assignment through the link provided on the unit Moodle site. Include your name and student number on your assignment.

#### **Learning Outcomes Assessed**

- Examine the role of government and independent institutions in the management and regulation of the economy, financial markets and the impact on business and organisations
- Analyse and synthesise the data and concepts provided by finance managers and economists to address and solve business problems.

#### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem