



Undergraduate programmes

Syllabus

Economics 2

Module Code: ECO201
Credits: 20
IMM GSM: Year Level: 2
NQF Level: 6
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Identify and understand microeconomic concepts.
Understand and apply the fundamental principles of economics.

Description of Units

Unit	Description	Learning Outcomes
1	Fundamentals of economics	Describe the three central economic questions. Describe the various kinds of goods in the economy. Distinguish between the four factors of production. Describe the main characteristics of traditional, command, market and mixed economies.
2	Consumer and producer behaviour	Indicate how demand can be expressed in numbers, words and quantities. Differentiate between a 'movement' along a demand curve and a 'shift' of a demand curve. Differentiate between a 'movement' along a supply curve and a 'shift' of a supply curve. Explain how a changes in demand or supply affects the equilibrium price. Define and explain price elasticity of demand. Identify the categories of price elasticity. Discuss the relationship between total, average and marginal values. Define the different revenue, cost and profit concepts. Link revenue, cost and profit concepts to marketing strategy. Discuss the interdependency between economics and marketing.
3	Market forms	Define perfect competition and explain the concept in the context of competitive market strategies. Summarise the most important differences between perfect competition, monopolistic competition, oligopoly and monopoly. Discuss the impact of the various market forms on choice of strategy and the development of competitive advantage. Explain the labour market. Describe how government intervenes in the economy. Discuss the impact on marketing in regulated industries.