

The Danish School of Media and Journalism
Corporate Communication
Curriculum
Fall semester 2016

Course: Economics, Society and Politics – Contextual Conditions for doing Business

Lecturers: Docent (associate professor), Poul Thøis Madsen DMJX, and one guest lecturer

ECTS: 10

Graded: 7-point Scale (A-F)

Outline

The course gives a critical introduction to selected macroeconomic theories and concepts relevant to students of communication. Students will acquire basic knowledge of selected economic areas with special reference to macroeconomic policies.

Aims

The primary aims of the course are for the students to:

- Develop an understanding of fundamental economic concepts and of classical, Keynesian and New Keynesian thinking
- Provide basic knowledge of the major macroeconomic policies as well as structural policies and of how changes and development in the economy affects the conditions of doing business.

Learning outcome

Students are expected to have achieved knowledge and understanding of:

- Selected theories and macroeconomics models
- How economic politics works according to economic theory and in practice
- How change and development in the economy and society as such affect the conditions for doing business.

Skills

Students completing the course are expected to:

- Identify and understand the main contextual macroeconomic conditions framing the operation of private firms
- Understand the limits and possibilities of national economic policies in an integrated and globalised world
- Choose and apply three different economic paradigms critically
- Have a basic understanding of the limits to macroeconomics.

Graded

Students are required to attend all classes and the guest lecture, to hand in all assignments, and to take part in the two tests (4-5 open questions similar to the question being work with in class). Furthermore, there will be one large group assignment, which will receive a grade too. The grade will be based primarily on the last of the two tests and the grade of the group assignment. Attending class and handing in all assignments are a requirement for being

graded. The performance of the students will be graded individually by the Danish grading system, which is transferred to the national grading system of the individual student (A-F). Internal censorship.

Literature (to be purchased as part of the general book package) = curriculum

Colander D. (2013), *Macroeconomics*, McGraw-Hill. It is required to read all of the book but the teaching is focus on selected chapters.

Estimated workload in relation to the Study model

