

**The Danish School of Media and Journalism**  
**Corporate Communication**  
**Curriculum**  
**Spring term 2020**

**5. th semester**

**Micro- and Macroeconomics as the context of business**

**Course days (ECTS): 12 (5 ECTS)**

**Graded: 7-point scale (A-F)**

**Aims**

The purpose of this 5<sup>th</sup> semester course is to give an *introduction to the economic environment of business*, i.e. both the microeconomic or market environment and the macroeconomic or general environment at national and international level, with particular emphasis on how it influences business and thus its communication. More specifically, the course will provide the students with:

- An understanding that insight into the economic context of business is an important prerequisite for understanding its strategic situation, opportunities and threats, and thus its communication.
- A practical, theoretical and methodological basis for assessment and analysis of economic problems and policies, and their impact on business.
- A basis for understanding and assessing economic problems and policies and identifying relevant micro and macroeconomic theories and methods that can be used to analyse their impact on specific industries and businesses, as well as communicating these impacts to stakeholders.

**Micro- and macroeconomics as the context of business**

The 4th semester economics course deals with individual business' activities, organization and business models, which, in a complex interaction with stakeholders, is the basis for its earnings and costs. On the other hand, the surrounding world or business environment was treated as external influences and not included in the analysis. This course focuses on surrounding world as the economic environment for business, which only is analysed as part of the economic system or as practical cases.

We divide the economic environment into two parts:

- 1) *Microeconomics or market environment*, which we also call the dependent or local environment, which business is in close contact with and can act in relation to, for example, customers and competitors, prices and costs, etc.
- 2) *Macroeconomics or general economic environment* on national and international level, which we also call the independent or remote environment that affects both market conditions and business, and which business can not affect but must adapt and try to act in relation to the opportunities and threats that arise.

*Microeconomics* is dealing with individual households' and business' economic behaviour, prices and costs in single markets, competition and 'market failures', and government regulations of the market, etc.

*Macroeconomics* is dealing with the interactions in "the economy as a whole", focusing on aggregate variables as economic growth and business cycles, demand, production, employment, wages, inflation, money, interest rates, the balance of payments and international trade, etc., and government policies influencing these variables. Macroeconomics is too complex to be analysed from the micro level but must be analysed within the framework of general models of society; but this is a huge task, and there are different models – often reflecting different political ideologies - with different explanations of the macroeconomic interrelationships and the impact of economic policies. Students of communications should be able to identify and analyse these models and policies and assess their impact on, inter alia, business conditions.

Of course, the impact of micro- and macroeconomic developments and policies must *be assessed and analyzed more detailed in relation to specific industries and businesses*, using appropriate business analysis tools, cf. the course in Business understanding in the 4th semester.

### Form of teaching

Each class is divided into a *lecturing part* and an *assignment part*, during which you are working with exercises and assignments in your study groups with tutoring if needed. The lecturing part is introduced with a practical business problem, which is analysed by micro- or macroeconomic theory and method, statistics and articles, etc. The assignment part includes exercises as well as practical business cases related to the lecture. The following class begins with a review and discussion of exercises and assignments for the previous lecture, and the groups are offered individual feedback on their exercises and assignments.

### Learning aims

The students should learn to understand and broadly discuss the following main topics:

- The main characteristics of economics as the context of business:
  - How the micro- and macroeconomic context influences business, and how it could be analysed
  - The distinction between micro- and macroeconomics, the production possibility frontier and opportunity cost, and why experts often disagree
- The microeconomic or market context of business:
  - Marginal utility and consumer demand, consumer surplus and price and income elasticities, and their importance for business
  - Business supply, marginal costs and the determination of production, prices and profits
  - Equilibrium and prices in competitive markets, and the impact of market 'failures'
  - The consequences of imperfect competition for business prices and profits
  - Why we need a public sector and the impact of government regulation, e.g. welfare, taxation and redistribution of incomes, competition, innovation, CSR and environmental policies.
- The macroeconomic or national and global economic context of business:
  - The importance of GDP, economic growth and business cycles
  - Historical perspective and different macroeconomic 'schools', including The 'classical', Keynesian, Marxist and new protectionist school; what policies they imply and what this mean to business?
  - The determination of demand, production and employment in the short run, and the role of the multiplier and the welfare state
  - The impact of fiscal policy, automatic stabilisers, balanced budgets and the EU Fiscal Compact
  - The importance of money, inflation and interest rates, and causes and impact of financial crises
  - The determination of exports and imports, international competitiveness and the balance of payments, exchange rates and the European Monetary Union
  - The impact of globalization and free trade theory and policies, and the impact of new protectionism, including trade wars.
  - The determination of long term growth and the importance of entrepreneurship; The consequences growth for environmental sustainability and inequality.

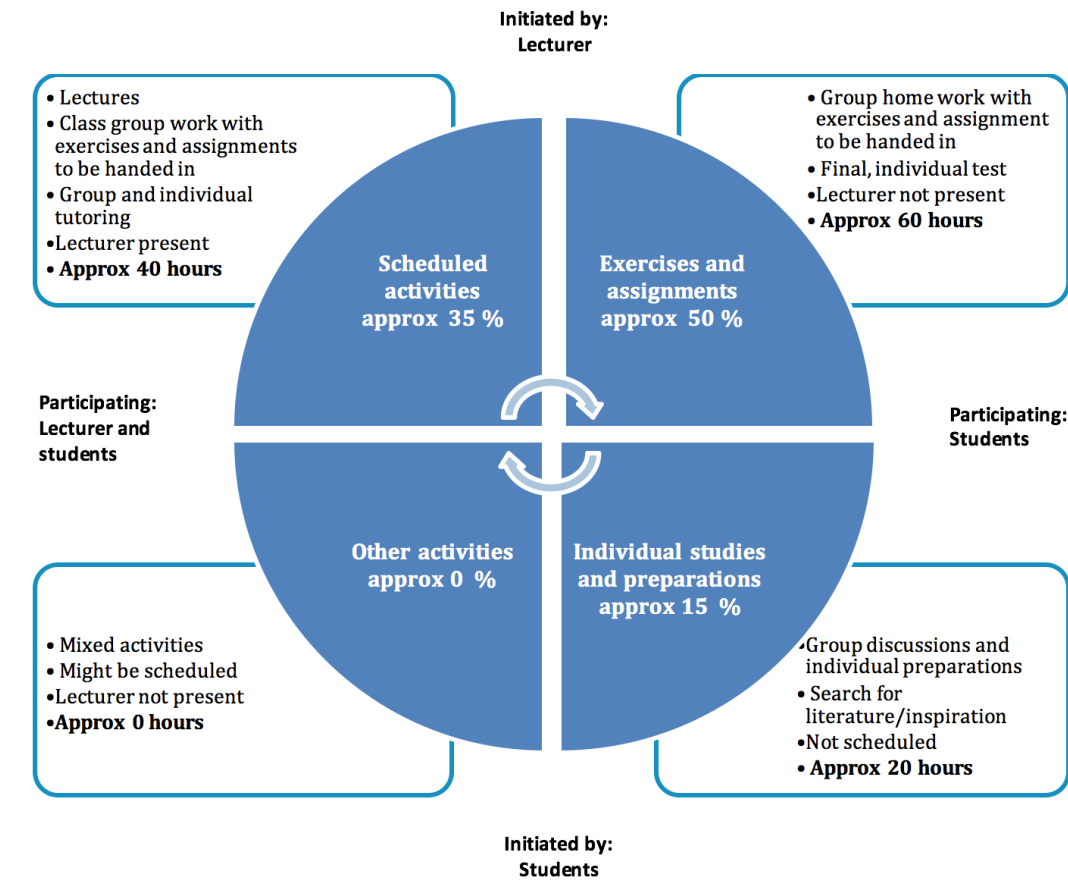
### Compulsory assignments and final test

The course includes compulsory group assignments for each course day, and a final individual test. The assignments must be submitted to moodle and approved to qualify you for the final test. The final test is a 2-hour multiple-choice test based on assignments and curriculum.

### Attendance and Grading

- Students are required to attend all classes, to hand in all assignments, and to take part in the final test.
- 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.

### C. Estimated workload in relation to the Study model



### D. Curriculum (basic)

The individual lectures are based on various sources, which are planned to be published in English for this course. Therefore, included in the curriculum are lecture notes and slides for the individual course days (1), guiding the students through the most important parts of the course and curriculum literature, cf. below.

1. Refsgaard, Mogens (2018) [MR]: "Slides, notes and compendium of articles for Micro- and Macroeconomics". DMJX Communication, 5<sup>th</sup> semester, Aarhus.
2. Begg, David & Damien Ward (2016) [EB]: *Economics for Business*. McGraw-Hill, London. 5<sup>th</sup> Edition. (We use selected chapters and pages as curriculum).
3. Chang, Ha-Joon (2014) [CH]: *Economics: A User's Guide*. The Penguin Group, London. (Curriculum).
4. Jespersen, Jesper (2005) [JJ]: *An Introduction to Macroeconomic Theory*. Jurist- og Økonomforbundets Forlag, Copenhagen. (Selected chapters curriculum, uploaded at moodle).
5. Colander, David C. (2013) [COL]: *Economics*. McGraw-Hill/Irwin, New York. (Selected pages uploaded).
6. Harford, Tim (2006) [HAR 1]: *The Undercover Economist*. Oxford University Press. (Further reading).  
 \_\_\_\_\_ (2013) [HAR 2]: *The Undercover Economist Strikes Back*. Little, Brown. (Selected pages curriculum, uploaded to moodle)

## E. Schedule, spring term 2019

Date	Time	Theme and activities	Literature (basic))
I. MICROECONOMICS – THE MARKET CONTEXT OF BUSINESS			
Tues, Apr 9	9:30-14:30	1. Introduction to economics and business, microeconomics and the market model	MR 1; EB 1: 3-16;
Wedn, Apr 10	9:30-14:30	2. Consumer demand, business supply and determination of prices	MR; EB 2-3: 30-53, 58-80.
Thurs, Apr 11	9:30-14:30	3. Market competition, efficiency and ‘market failures’	MR 3; EB 5-6: 106-34, 140-55
Fri, Apr 12	9:30-14:30	4. Government regulation of the market, inequality and problems of the Welfare State	MR 4; EB 8: 201-16
II. MACROECONOMICS – THE NATIONAL AND GLOBAL CONTEXT OF BUSINESS			
Tues, Apr 23	9:30-14:30	5. Macroeconomics, GDP, historical perspectives and schools	MR4; JJ 1-2: 17-53; HAR2; CH 4: 109-170
Wedn, Apr 24	9:30-14:30	5. Short term macroeconomics: The short term Keynesian demand model and the multiplier	MR 5; JJ, 3: 3-72
Thurs, Apr 25	9:30-14:30	6. The labour market, unemployment and inflation	MR 6; JJ, 6: 111-32; CH 10: 345-74
Fri, Apr 26	9:30-14:30	7. Government policies influencing the economy – Fiscal and monetary policies	MR 7; JJ 7: 133-48; JJ 8: 151-66;
Mon, Apr 29	9:30-14:30	9. The global economic context of business I: The balance of payments and the EU Currency Union	MR 9; JJ 5: 87-94, 97-106, 107-109; COL: 796-812, 819-24;
Tues, Apr 30	9:30-14:30	10. The global economic context of business II: International trade and new protectionism	MR 10: Compendium
Wedn, May 1	9:30-14:30	8. Long term problems: Growth, Sustainability, and Inequality	MR 8; EB 14: 361-79 Supplementary articles
Thurs, May 2	9:30-11:30	Exam preparation, summary and questions	
Fri, May 3	9:30-11:30	Final 2-hour multiple choice test	Full Curriculum

Key:

Green: Curriculum

Blue: Supplementary

Orange: Further reading

Red: News articles