SCHOOL OF MANAGEMENT

MN1001 – ORGANISATIONS & SOCIETY

SECTION 3: ECONOMIC PRINCIPLES

MODULE TYPE/SEMESTER: First Year/Core (20 Credits)/Semester 1

MODULES REQUIRED FOR: MN2001 and MN2002

MODULE CO-ORDINATOR: Mrs Diane McGoldrick

MODULE TUTOR: Dr Laurence Lasselle

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AIM:
In advanced economies, businesses vary in organisational structure from the small entrepreneurial firm through to the multinational corporation. These firms operate under different competitive conditions and often pursue different objectives. This course discusses the way in which the firm’s environment (market structure), corporate objectives and organisational form may affect the behaviour and performance of the firm.

METHOD OF TEACHING & LEARNING:
This component of the module is focused around 3 tutorials. They will be supplemented by 2 x 1 hour lectures from week 5. The module will be supported by a website for students for each week’s topic. The lecturer will have office hours each week to deal with student enquiries.

LEARNING OUTCOMES:
By the end of the module, students should be able to:
• You should be able to examine the characteristics and the external environment within which firms operate
• Utilise economic theories of firm behaviour in explaining the organisational behaviour and performance of firms
TOPIC OUTLINE:
Lecture Topics will include

1  Overview
2  How markets work
3  Costs and revenues
4  Market structures
5  Business strategy in an economic context

ASSESSMENT:
There will be a Class Test in week 10 which will count for 20% of the overall mark for the first semester’s work.

CORE READING LIST: