

Module Details	
Module Title	Accounting and Economics for Decision Making (DL)
Module Code	AFE7036-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	135
Online Lecture (Synchronous)	25
Groupwork	30
Interactive Learning Objects	10

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 1

Module Aims
<p>To develop a comprehensive understanding of financial and organisational decision making, including the workings of the economic and market environment within which firms operate.</p> <p>To provide students with the opportunity to use and apply accounting, finance and economics concepts, including fundamental concepts and techniques in financial and management accounting.</p> <p>To make use of financial and economic concepts, constructs and frameworks in support of business problem appraisal and decision making. To enable students to critically evaluate business problems and evaluate data in support of responsible business decision making.</p>

Outline Syllabus

This module provides a solid foundation for making informed business decisions by integrating economic principles and accounting concepts:

Microeconomics and Markets

- * Demand, supply, and resource allocation.
- * Market regulation, concentration, and competition policy.

Macroeconomics and Global Context

- * National income, output, economic growth, employment, and inflation.
- * Exchange rates, balance of payments, globalization, international trade, and investments.

Financial Accounting Basics

- * Conceptual framework of accounting.
- * Financial statements: Income Statement, Statement of Financial Position, and Cash Flow Statements.
- * Financial analysis: Ratios, comparisons, trends, corporate failure, and earnings manipulations.

Cost and Management Accounting

- * Introduction to cost accounting.
- * Marginal costing, budgeting, and behavioural implications.

Investment Appraisals

- * Techniques for evaluating investment opportunities.

Current Topics in Accounting and Finance

- * Use of databases.
- * Responsible decision-making.

Learning Outcomes

Outcome Number	Description
01	Financial Analysis and Data Skills: Analyse financial information to make business decisions. Use data to interpret financial reports. Find and organize relevant financial and non-financial data.
02	Business Decision Making: Understand how companies make decisions based on market forces, competition, and the overall business environment. Analyse financial and non-financial data to evaluate business performance.
03	Problem-Solving for Business: Solve complex business problems using accounting and economic knowledge. Make informed decisions to find solutions for businesses.
04	Economic Concepts for Business: Use economic concepts to understand business opportunities and threats. Analyse economic problems and create business assessments.

Learning, Teaching and Assessment Strategy

Directed study by use of Study Books, pre-recorded lectures, talks and videos. Interaction through on-line discussion board, on-line multiple-choices questions and quizzes. The students also will be directed to further on-line activities and resources from the VLE.

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources.

In addition, students attend a series of tutorial sessions. These sessions allow the students to reflect on their learning and apply key academic and practitioner-based models. Students have the opportunity to complete a series of online multiple-choice exercises for each module unit studied. After completing the questions students receive instant feedback on their performance.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Long-Time Limited Online Examination	Long-Time Limited Online Examination (72 hours)	70%
Summative	Presentation	An individual presentation on the exam report submitted (5 min)	30%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.