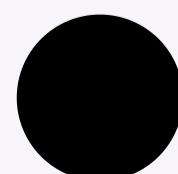
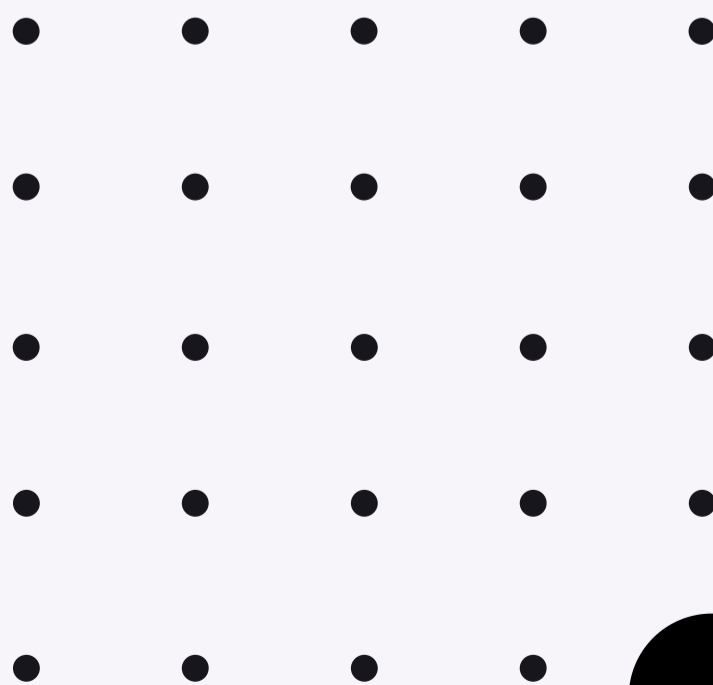
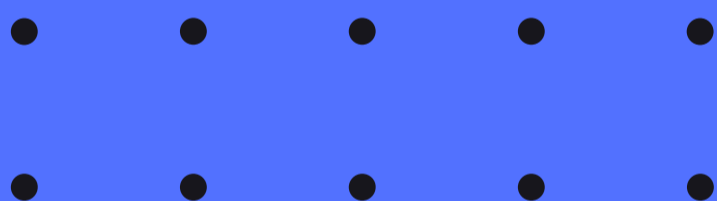




Economics/ Management

Example Course





Course Outline

Each lesson plan is designed to go beyond A-level and IB courses, building on key ideas and concepts to ready you for the level of knowledge and critical discussion expected of a successful top university candidate. The plan includes 10 initial lesson plans relating to both Economics and Management.

Lesson 1: Introduction to Management: The History of Modern Management

Outline: Our first lesson sets the scene for much of the rest of our lessons, with a historical look into management thinking. We will understand competing theories of the theory of the firm, focussing on Coase & Williamson, and Chandler's theories of the firm. We will also explore Taylorism & Fordism, two of the original theorists of modern management and motivation theory.

Lesson 2: Technological Innovation and Change

Outline: We will understand what technological change and innovation means for organisations and industry, and how it can be modelled. This can then be used to understand how technological innovation can be used as a competitive advantage. Flipping this round, we will then look at how businesses protect against new innovation. Finally, we will think about how society accepts and imbeds new technologies.

Lesson 3: Power in the Workplace

Outline: This lesson takes a philosophical turn in our studies of management. We will understand how power resides in organisations, and what the routes of it are. This will help us understand future lessons on leadership and motivation.

Lesson 4: Strategy

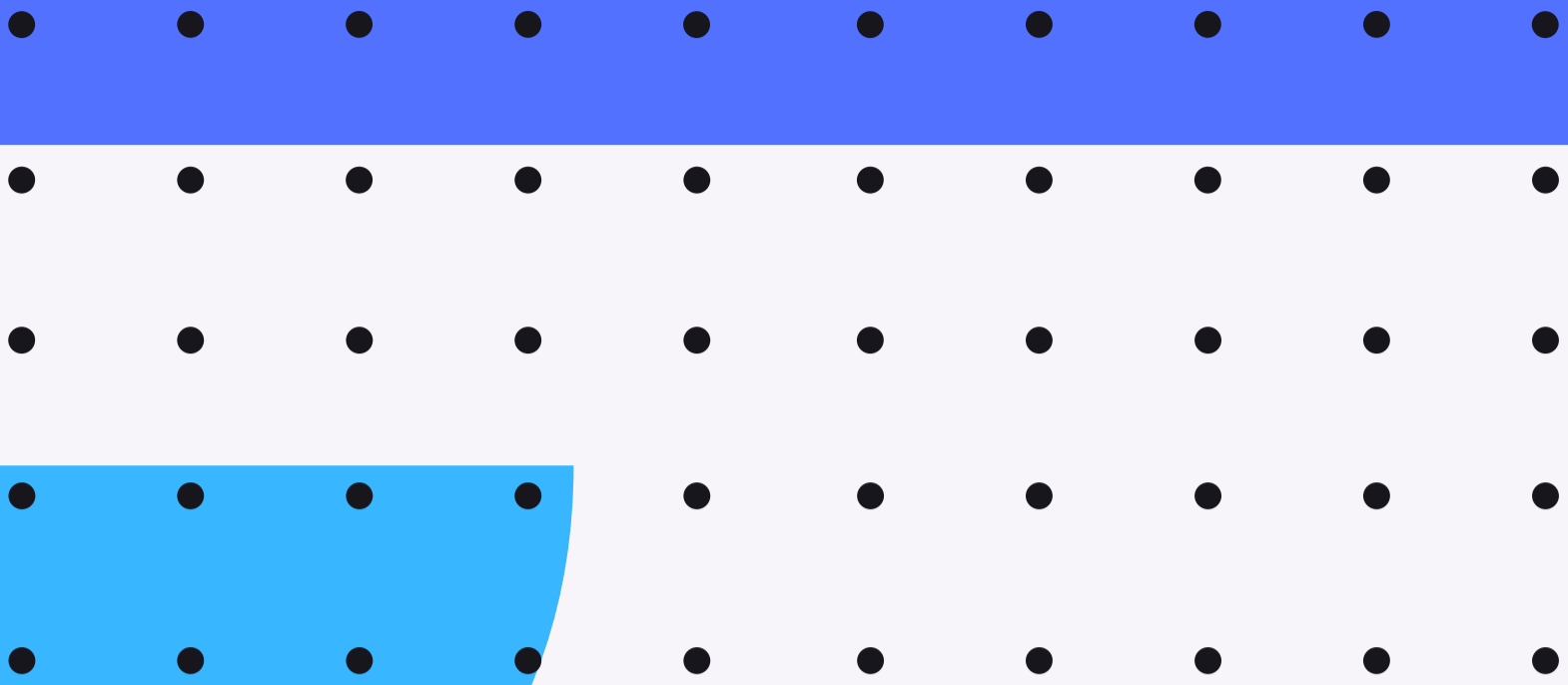
Outline: Understanding how strategy is made and whether it can be prescribed, or if it emerges through trial and error and corporate Darwinism. We will look at some models which business may use to devise their strategy.

Lesson 5: Motivation, Job Performance & Job Design

Outline: It is crucial for managers to be able to identify the ways in which manipulating work design can affect employee motivation or job satisfaction and how these interlocking relationships can be used to improve job performance in an organisation. We will think about how a manager could do this, using some of the lessons we have previously learned in the course.

Lesson 6: Introduction to Microeconomics

Outline: In this lesson we turn to economics. We will attempt to understand how individuals make decisions given a budget and a set of preferences. This concept is useful to frame almost all management decisions. We will see how a similar theory can be applied to firm's choices about what to choose when producing a good.



Lesson 7: Game Theory

Outline: Game theory has a multitude of real world applications: In negotiations, conflict, even in evolutionary theory. This lesson will give an introduction to the field and we will explore a variety of different kinds of problems.

Lesson 8: Behavioural Economics

Outline: The final lesson on economics will consider its newest field - behavioural economics. This aims to marry economic theory with what is actually observed in the real world.

Lesson 9: Organisational Culture

Outline: Having a valuable culture can be success or failure for many businesses. We will look at key models for culture and discuss why many consultants seize upon culture as a course of competitive advantage. We will also look at national culture, thinking about how these can impact organisational culture.

Lesson 10: Marketing

Outline: For our final lesson we will look at the field of marketing. We will consider how traditional marketing has been used. We will also spend time considering new marketing techniques, such as using online influencers and other non-traditional means.