

经济学 I: 微观与宏观理论及其应用

BUSINESS

HIGHER NATIONAL DIPLOMA

【英】苏格兰学历管理委员会 (SQA)
Scottish Qualifications Authority

Unit Student Guide

Economics 1: Micro and Macro Theory and Application

DG9E 04



SCOTTISH
QUALIFICATIONS
AUTHORITY



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苏格兰学历管理委员会著

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1

Introduction to the Scottish Qualifications Authority

This Unit, **DG9E 04 Economics 1: Micro and Macro Theory and Application**, has been devised and developed by the Scottish Qualifications Authority (SQA).

The SQA is the national body in Scotland responsible for the development, accreditation, assessment and certification of qualifications other than degrees.

Its website can be viewed on: www.sqa.org.uk

The SQA's function:

- to devise, develop and validate qualifications, and to keep them under review
- to accredit qualifications
- to approve education and training establishments as being suitable for entering people for these qualifications
- to arrange for, assist in, and carry out the assessment of people taking SQA qualifications

- to assure the quality of education and those training establishments that offer SQA qualifications
- to issue certificates to candidates.

In order to pass SQA units, students must complete prescribed assessments. These assessments must meet certain standards.

The Unit Specification outlines the **three** Outcomes that students must complete in order to achieve this Unit. The Specification also details the knowledge and/or skills needed to achieve the Outcome or Outcomes. The Evidence Requirements prescribe the type, standard and amount of evidence required for each Outcome or Outcomes.

2

Introduction to the Unit

2.1 What is the Purpose of this Unit?

This Unit is designed to build on the candidate's introduction to economics and expose them to microeconomic and macroeconomic applications of theory. The Unit allows the introduction of current issues in economics and provides an opportunity for candidates to analyse and evaluate them.

2.2 What are the Outcomes of this Unit?

1. Explain costs and the market structure within which a firm operates.
2. Evaluate the impact of unemployment and inflation.
3. Evaluate government use of revenue and expenditure.

2.3 What do I Need to be Able to do in Order to Achieve this Unit?

This Unit is a one credit Unit and is part of the HN Business framework. It is the second economic Unit of three. The first Unit is **DG9D 04 Economic Issues: An Introduction**, while the third is **DH15 04 Economics 2, The World Economy**.

This Unit introduces you, in Outcome 1, to microeconomic theory, where you will be looking at the behaviour of groups within the economy. Outcomes 2 and 3 then

introduce macroeconomic theory, studying the economy as a whole.

The Unit has 3 Outcomes, introducing you to:

- costs, the structure of markets and the role of profit
 - unemployment and inflation
- the government's use of revenue and expenditure.

For **Outcome 1**, the candidate will need to be able to:

- demonstrate an understanding of cost in either the short or long term
- assess the characteristics, price and output behaviour of **two** market structures
- explain **two** roles of profit maximisation
- analyse **two** alternatives to profit maximisation.

A different sample of costs (short or long run) and market structures is required on each assessment occasion.

For **Outcome 2**, the candidate will need to be able to:

- outline **one** type of unemployment or inflation
- explain a policy designed to deal with unemployment or inflation
- explain **two** effects of unemployment or inflation on individuals and businesses
- analyse UK trends in unemployment or inflation over the last 20 years.

For **Outcome 3**, the candidate will need to be able to:

- explain the aims of fiscal policy
- explain fiscal policy methods within the UK
- evaluate government spending and its effects
- explain monetary policy within the UK.

2.4 Approximate Study Time for This Unit

The nominal study time for this Unit is 40 hours.

2.5 Equipment/ Material Required for this Unit

There is not a definitive list of resources or materials for this Unit. At the end of this Unit you will find a list of sources from which you will be able to select information or material.

You will also be expected to be conversant with and able to use personal computers, the Internet, fax machines, telephones, mobile phones, etc. (The latest mobile phones are capable of very sophisticated research.) You may of course use the library. Though some people regard libraries as being out of date, most modern libraries are very well equipped and the facilities are usually cheap to use. Many centres of learning also have excellent equipment that is as modern as it is currently possible to be.

You will be expected to be able to demonstrate your understanding of any particular topic by providing current examples of what is happening in your own local economy, the larger economy and indeed the global economy.

Sources that can provide such information include local newspapers, and radio or television discussions of economic topics. They could be giving information on the growth of the local economy, unemployment and house prices.

For the larger economy or the world economy, the business pages of national newspapers often contain very useful economic information and/or national and international trends.

You will also find specialists newspapers such as the *Financial Times* or magazines like *The Economist* to be comprehensive sources of up-to-date material.

All the activities and self-assessed questions (SAQs) are designed to help you to understand that you already know a great deal about economics — although you may currently find it hard to believe! Economics is not an exotic science meant only for the few. It is about how you and I spend our money, what choices we make and why and how that affects the wider economy. You will certainly be aware that if as a nation we purchase a large proportion of our goods from abroad we will create a

‘balance of payments’ problem. This means that money will be flowing out of the UK faster than it comes in. This balance will need to be reduced or financed. Purchasing cars from other countries could be a factor in creating such a problem. The solution to such problems, as you are probably only too aware, can sometimes be painful. When things are going well, however, and an economy is showing strong growth, then in areas such as unemployment or inflation the levels are generally low and people feel able to afford goods and services.

You should also be aware that the different elements that are said to make up the science of economics are not separate but are intimately linked.

If you look through the topics in the Lesson Plan, you will no doubt notice that each topic has been treated as a distinct entity for the purpose of study. In real life, however, they cannot be separated. Each little snippet of economic information you pick up, therefore, may have many uses. You are very much encouraged to create a file in which you can place these pieces of information and continually refer to them.

2.6 Symbols Used in this Unit

The various learning materials sections (see Section 5) are designed so that you can work at your own pace, with tutor support. As you work through them, you will encounter symbols. These symbols indicate that you are expected to do a task. These tasks are **not** Outcome Assessments. They are exercises designed to consolidate

learning or encourage thought in preparation for the Outcome Assessment (see Section 3—Assessment Information for this Unit).

Activity



This symbol indicates an Activity. Activities are usually used to improve or consolidate your understanding either of the subject in general or a particular feature of it.

In this Unit, you are asked to undertake activities based on topics you have just studied and to use examples from your own experience to demonstrate knowledge and understanding.

Remember that the Activities will not serve this purpose if you refer to the responses given to them at the back of the Student Guide before attempting the Activities!

Self-Assessed Questions



This symbol indicates a Self-Assessed Question (SAQ). SAQs help check your understanding of content already covered. Answers to the SAQs can be found at the back of the Unit Student Guide. This will allow you to assess your own responses. You should **not** look at these responses before attempting SAQs.

The SAQs found in the Unit Student Guide help prepare you for the formative assessments and help identify topic areas where you may require clarification and additional tutor support. They will **not** serve this purpose if you look at the answers before trying SAQs!

SAQs and Activities are designed to be checked by you. No tutor input is necessary at this stage unless special help is requested. Your tutor may, however, wish to take a look at your responses to SAQs to see how you are progressing.

3

Assessment Information for this Unit

3.1

What Do I
Have to Do to
Achieve This
Unit?

To achieve a pass in this Unit you will be asked to complete **two** assessments.

Assessment one is an open-book essay or report that you will complete without supervision. It is expected that your response will be of no more than **1,000 words**.

Assessment two is a closed book that you will be able to prepare for through your own research. This research will take the form of written notes containing graphs, tables and other material relevant to the topic. The topic will be given to you one week in advance. You will be asked to submit your research material with your assessment answer. You will **not** be permitted textbooks and class handouts. You will, however, be allowed to bring with you two sides of an A4 sheet with relevant written notes. The assessment may be completed in one sitting with a maximum total duration of **two hours**. Supervision of the assessment and any relevant reassessment will take place. The assessment may be drawn from relevant newspaper pieces, journals or Internet sources.

3.2 Equipment / Material Required for this Unit

There is not a definitive list of resources or materials for this Unit. At the end of this Unit you will find a list of sources from which you will be able to select information or material.

You will be expected to be conversant with and able to use personal computers, the Internet, fax machines, telephones, mobiles phones etc. (The latest mobile phones are capable of very sophisticated research). You may of course use the library. Though some people regard libraries as being out of date, most modern libraries are very well equipped and all the facilities are usually cheap to use. Many centres of learning also have excellent equipment that is as modern as it is currently possible to be.

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