

3E1 Business Economics

Guidelines for Coursework

Coursework is optional and will not affect your mark for module 3E1.

However, it will count towards your lab requirements.

The coursework consists of an essay of a maximum of **2000 words** (excluding tables, figures, and references). Overlength work will be penalised.

Choose 1 from the 2 Options below

Topic 1: Reflect on how a recent or proposed UK/EU government economic policy change will impact on the financial performance of a named business of your choice.

In answering the question, you may want to consider (non-exhaustive list):

1. A description of the nature of the business you are analysing.
2. A discussion of how the firm makes profits/a surplus now and how that may change in the near future.
3. An economic analysis of the key strategic choices that a firm of this type has to make within its market(s).
4. A description of the policy change you are analysing.
5. An economic analysis, using relevant concepts and diagrams, of the potential effect of the policy change.
6. A discussion of how the business could best respond to the recent or proposed policy change and what strategy it might adopt to enhance positive or mitigate negative effects.
7. References to relevant parts of the course and other references from the economic literature.

Topic 2- Select a publicly listed company (eg. Amazon, Xiaomi, Alibaba, Google, Nintendo, Tesla) and a product(s)/service(s). Analyse the company's current pricing strategy. How can the company improve its pricing strategy for the future in face of Global Economic risks?

In answering the question, you may want to consider (non-exhaustive list):

1. A description of the nature of the business you are analysing.
2. A discussion of how the firm makes profits/a surplus now and how that may change in the near future.
3. An economic analysis of the pricing strategy the firm uses.
4. An economic analysis, using relevant concepts and diagrams, of the effect of the pricing policy on surplus.
5. A discussion of the competitive landscape for the company.
6. How the pricing policy should be approached to address market and global risks.

7. References to relevant parts of the course and other references from the economic literature.

Use of well documented examples is encouraged but so are examples which are not likely to be used by anyone else!

Obligatory disclaimer: your work needs to be original. Reference your sources and avoid plagiarism. Include a word count.