



UNSW Course Outline

ZZBU6003 Business Economics - 2024

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General Course Information

Course Code : ZZBU6003

Year : 2024

Term : Hexamester 1

Teaching Period : KB

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : AGSM MBA Programs

Delivery Mode : Online

Delivery Format : Standard

Delivery Location : Online - Asynchronous

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Economics is a social science that studies the ways in which people interact with one another and make decisions in a world characterised by limited resources. The goal of this course is to provide you with comprehensive tools to 'think like an economist' – that is, to be able to use

economic principles to ask and answer questions about how the world works or the effects of policies. We will cover topics such as how individuals or firms make decisions about the demand or supply of a product, how we can determine the efficiency of a market, and how we evaluate the costs and benefits of government intervention in a market. The course is delivered via Playconomics, the first Massive Interactive Immersive Course platform in the world. The ZZBU6003 Playconomics comprises the textbook that covers all the microeconomics and macroeconomics course topics (in both pdf and eBook format, with the associated educational videos), the economic simulation (i.e., a videogame), and Academia – the online community portal that also seamlessly integrates a wide range of assessments (in standard – Multiple Choice or Short Answer – format or game related).

Course Aims

The aim of the course is to introduce the foundational models of micro and macroeconomics and equip them with quantitative and qualitative problem-solving skills. The course will give students strong economic intuition and will allow them to analyse real world events through an economic lens.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Understand the standard models of microeconomics and macroeconomics (including assumptions) and apply these models to determine the outcome of changes in a variety of economic dimensions both qualitatively and quantitatively
CL02 : Evaluate the change in outcomes following a change in economic conditions, using the standard models of microeconomics and macroeconomics
CL03 : Identify and evaluate the best strategies to implement at both a microeconomic and macroeconomic level
CL04 : Understand the reasons for and outcomes of government intervention in the economy
CL05 : Identify and assess environmental and sustainability considerations in microeconomics and macroeconomics problems
CL06 : Identify and assess international economic considerations in microeconomics and macroeconomics problems
CL07 : Communicate and present ideas logically and professionally in a succinct, clear manner and work collaboratively to complete a task

Course Learning Outcomes	Assessment Item
CLO1 : Understand the standard models of microeconomics and macroeconomics (including assumptions) and apply these models to determine the outcome of changes in a variety of economic dimensions both qualitatively and quantitatively	<ul style="list-style-type: none"> • Short answer questions: answering & peer marking • Playconomics Game • Multiple choice questions
CLO2 : Evaluate the change in outcomes following a change in economic conditions, using the standard models of microeconomics and macroeconomics	<ul style="list-style-type: none"> • Short answer questions: answering & peer marking • Playconomics Game • Multiple choice questions
CLO3 : Identify and evaluate the best strategies to implement at both a microeconomic and macroeconomic level	<ul style="list-style-type: none"> • Short answer questions: answering & peer marking • Playconomics Game • Multiple choice questions
CLO4 : Understand the reasons for and outcomes of government intervention in the economy	<ul style="list-style-type: none"> • Short answer questions: answering & peer marking • Playconomics Game • Multiple choice questions
CLO5 : Identify and assess environmental and sustainability considerations in microeconomics and macroeconomics problems	<ul style="list-style-type: none"> • Short answer questions: answering & peer marking • Playconomics Game • Multiple choice questions
CLO6 : Identify and assess international economic considerations in microeconomics and macroeconomics problems	<ul style="list-style-type: none"> • Playconomics Game
CLO7 : Communicate and present ideas logically and professionally in a succinct, clear manner and work collaboratively to complete a task	<ul style="list-style-type: none"> • Short answer questions: answering & peer marking • Multiple choice questions • Playconomics Game

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate | Playconomics

Learning and Teaching in this course

The course contains a variety of resources and activities that are carefully designed to enhance your learning.

Some activities require you to work and think alone, by reading some text, listening to a recording or watching an annotated video. You might be asked to engage with the material and explore interactive elements by clicking to reveal content, to help you better absorb and process the concepts. Some activities require you to produce work of your own. You might be answering a question, providing feedback to your peers, writing code to solve a problem, or posting to a

forum, for example. Some activities are assessment tasks, which have been carefully designed to measure how well you have achieved the learning outcomes of the course. Typically, you will get feedback on your work, either from yourself (by checking your work with models that are provided), or from an automatic marking process, or from your peers, or from your teacher.

You also have access to a variety of ways to communicate with your peers and with the teaching staff. The general discussion forums in Playconomics are a place for you to ask and answer questions, to interact with your peers, and to be challenged by your teachers. Getting involved in these forums will enhance your learning experience and make it more enjoyable. Your course may include Webinars, which provide an opportunity to hear directly from your Online Lecturers and ask questions in real time. All webinars are recorded so you can access them at any time. Online Lecturers are available for consultations and will post information about how to access consultations on the course website. You can also contact them by email using the course email address (zzbu6003@unsw.edu.au). Finally, for any technical help and clarification related to the game, you can contact the Playconomics tech team using support@lionsheartstudios.com.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Short answer questions: answering & peer marking Assessment Format: Group	50%	Due Date: Week 6 Wednesday 12pm Sydney time
Playconomics Game Assessment Format: Individual	30%	Due Date: Week 6 Tuesday 12pm Sydney time
Multiple choice questions Assessment Format: Individual	20%	Due Date: Week 6 Tuesday 12pm Sydney time

Assessment Details

Short answer questions: answering & peer marking

Assessment Overview

Multiple-choice questions (approximately 2 hours)

Course Learning Outcomes

- CL01 : Understand the standard models of microeconomics and macroeconomics (including assumptions) and apply these models to determine the outcome of changes in a variety of economic dimensions both qualitatively and quantitatively
- CL02 : Evaluate the change in outcomes following a change in economic conditions, using

the standard models of microeconomics and macroeconomics

- CLO3 : Identify and evaluate the best strategies to implement at both a microeconomic and macroeconomic level
- CLO4 : Understand the reasons for and outcomes of government intervention in the economy
- CLO5 : Identify and assess environmental and sustainability considerations in microeconomics and macroeconomics problems
- CLO7 : Communicate and present ideas logically and professionally in a succinct, clear manner and work collaboratively to complete a task

Playconomics Game

Assessment Overview

The Game is a computer-based interactive experience that can be accessed via the Playconomics package.

Course Learning Outcomes

- CLO1 : Understand the standard models of microeconomics and macroeconomics (including assumptions) and apply these models to determine the outcome of changes in a variety of economic dimensions both qualitatively and quantitatively
- CLO2 : Evaluate the change in outcomes following a change in economic conditions, using the standard models of microeconomics and macroeconomics
- CLO3 : Identify and evaluate the best strategies to implement at both a microeconomic and macroeconomic level
- CLO4 : Understand the reasons for and outcomes of government intervention in the economy
- CLO5 : Identify and assess environmental and sustainability considerations in microeconomics and macroeconomics problems
- CLO6 : Identify and assess international economic considerations in microeconomics and macroeconomics problems
- CLO7 : Communicate and present ideas logically and professionally in a succinct, clear manner and work collaboratively to complete a task

Multiple choice questions

Assessment Overview

Multiple choice questions

Course Learning Outcomes

- CLO1 : Understand the standard models of microeconomics and macroeconomics (including assumptions) and apply these models to determine the outcome of changes in a variety of economic dimensions both qualitatively and quantitatively
- CLO2 : Evaluate the change in outcomes following a change in economic conditions, using the standard models of microeconomics and macroeconomics
- CLO3 : Identify and evaluate the best strategies to implement at both a microeconomic and macroeconomic level

- CL04 : Understand the reasons for and outcomes of government intervention in the economy
- CL05 : Identify and assess environmental and sustainability considerations in microeconomics and macroeconomics problems
- CL07 : Communicate and present ideas logically and professionally in a succinct, clear manner and work collaboratively to complete a task

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 15 January - 21 January	Online Activity	Microeconomics fundamentals - Comparative advantage and the basis of trade
Week 2 : 22 January - 28 January	Online Activity	Market equilibrium and government intervention
Week 3 : 29 January - 4 February	Online Activity	Market structures - Trade, power and externalities
Week 4 : 5 February - 11 February	Online Activity	Macroeconomic fundamentals and the AS-AD model
Week 5 : 12 February - 18 February	Online Activity	Money and inflation
Week 6 : 19 February - 25 February	Online Activity	Business cycles and fiscal policy

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Course Evaluation and Development

Toward the end of the hexamester you will be asked to give feedback about the course, via UNSW's MyExperience survey. Your feedback will be used, along with feedback from other stakeholders, to help improve the course. You can also contact your Course Convenor any time you have suggestions or other feedback.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Discipline coordinator	David Bond					No	Yes

Other Useful Information

Academic Information

LEARNING AND TEACHING ACTIVITIES

UNSW Online Courses contain a variety of resources and activities that are carefully designed to enhance your learning.

Some activities require you to work and think alone, by reading some text, listening to a recording or watching a video. You might be asked to engage with the material and explore interactive elements by clicking to reveal content, to help you better absorb and process the concepts. Some activities require you to produce work of your own. You might be answering a question, writing code to solve a problem, or posting to a forum, for example. Some activities are assessment tasks, which have been carefully designed to measure how well you have achieved the learning outcomes of the course. Typically, you will get feedback on your work, either from yourself (by checking your work with models that are provided), or from an automatic marking process, or from your peers, or from your teacher.

You also have access to a variety of ways to communicate with your peers and with the teaching staff. The general discussion forums are a place for you to ask and answer questions, to interact with your peers, and to be challenged by your teachers. Getting involved in these forums will enhance your learning experience and make it more enjoyable. Your course may include Webinars, which provide an opportunity to hear directly from your Online Facilitators and ask questions in real time. All webinars are recorded so you can access them at any time. You can also contact your Online Facilitator by email using the email address in the teaching staff section of the course website.

It is up to you how much work you do. The more time and effort that you can dedicate to the course, the better will be your learning and your results.

RESOURCES

The website for the course is on Moodle, at: <http://moodle.telt.unsw.edu.au>. All readings and activities will be available there - no additional materials are required.

TECHNICAL REQUIREMENTS

The course is fully online. You will need:

- A fast and reliable computer (or equivalent device), with an up-to-date operating system
- A fast and reliable internet connection
- The latest version of a modern browser (e.g. Edge, Chrome, Firefox or Safari)
- A reliable way to store your files - either on your computer with a backup routine, or in the cloud (e.g. using Dropbox)

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions.

UNSW values academic integrity and has strict rules against cheating. In particular, it has strict rules against trying to get credit that you don't deserve. Thus, you should not plagiarise - i.e. present someone else's work as if it's your own. This could be the work of an academic, or a peer, or a contract writer or AI tools, and it includes work of all kinds - exact words, general ideas, designs, drawings, software, and so on. Nor should you recycle your own work - i.e. submit it for credit in multiple courses. UNSW also has strict rules against helping others to cheat - e.g. by giving someone your work to copy, or doing someone's work for them, and so on.

For further information about academic integrity and plagiarism at UNSW go to: <https://student.unsw.edu.au/plagiarism>

For information about acknowledging your sources and referencing go to: <https://student.unsw.edu.au/referencing>. If you are not sure what referencing style to use in this course, you should ask your Course Convenor.

Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

GENERATIVE AI IN TEACHING AND ASSESSMENT

UNSW accepts the potential of these tools and is excited to explore ways to use AI to enrich your learning experience while maintaining the integrity of our programs and therefore of your degrees. We expect that, as we learn about how best to do this, our policies will adapt.

Each course will indicate how AI softwares may be used for each assessment in the course.

Description of AI permission levels used in UNSW Online Courses:

"No assistance"

- It is prohibited to use any software or service to search for or generate information or answers.

- If its use is detected, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL ('Fail'), suspension and exclusion.

"Simple editing assistance"

- For the assessment task, you may use standard editing and referencing software, but not generative AI. You are permitted to use the full capabilities of the standard software to answer the question.
- If the use of generative AI such as ChatGPT is detected, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.

"Planning assistance"

- As this assessment task involves some planning or creative processes, you are permitted to use software to generate initial ideas. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e. only occasional AI-generated words or phrases may form part of your final submission. It is a good idea to keep copies of the initial prompts to show your facilitator if there is any uncertainty about the originality of your work.
- If the outputs of generative AI such as ChatGPT form a part of your submission, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.

"Full assistance with attribution"

- You can use generative AI software in this assessment. Any output of generative software within your assessment must be attributed with full referencing. If the outputs of generative AI such as ChatGPT form part of your submission and is not appropriately attributed, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.
- To cite*, for example: OpenAI (2023). ChatGPT. OpenAI. <https://openai.com/chatgpt>

*Please note that the outputs from these tools are not always accurate, appropriate, nor properly referenced. You should ensure that you have moderated and critically evaluated the outputs from generative AI tools such as ChatGPT before submission.

Submission of Assessment Tasks

If illness or other circumstances beyond your control interfere with your assessment performance then you can apply for special consideration, to get an extra opportunity to demonstrate your level of performance.

You must make your application online, through the [Special Consideration portal on myUNSW](#).

Do not apply to your course teaching staff - they will be notified automatically.

You must apply before the assessment task is due or the exam is held - if you submit the assessment or sit the exam then you are declaring yourself well enough to do so and are unable to subsequently apply for special consideration. If illness or misadventure prevent you from applying in advance, then you must apply as soon as possible, and provide evidence that you could not apply sooner. If you become unwell on the day of the exam, you must provide evidence dated within 24 hours of the exam, with your application.

Your application will be considered centrally, by a case review team, and they will notify you of the outcome. If your application is successful, then an alternative means of fulfilling the assessment requirements of the course will be provided.

You can read more about special consideration at: <https://student.unsw.edu.au/special-consideration>

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the Course Convenor may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 5 working days of submission, under normal circumstances.

Faculty-specific Information

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

You can also contact your Course Convenor any time you have suggestions or other feedback.

QUALITY ASSURANCE

UNSW is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of our programs. All material used for such processes will be treated as confidential.