



Module Study Guide

Academic Year 2022–2023

(Fall Semester)

EF- Economics Foundation

Level: 3

Credits: 10 ECTS; 20 UK credits

Academic Partner:

Marbella International University Centre (MIUC)

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1 Module overview

1.1 Introduction, aims and summary of content

The science of economics is, put simply, the endeavour to rationally understand how human beings use the resources available, not only to survive, but to establish an environment favourable to the creation of value. Economics has become the paradigm for other social sciences. Its arguments and terminology pervade politics and the media, and have influenced other disciplines and activities, such as business and management. Bluntly put, today no one can partake in an educated conversation without mastering a basic understanding of the fundamental concepts of economics as a science.

This module will run throughout the semester (14 weeks).

1.2 Module summary content and aims

This module's objective is to provide you such a foundation. The purpose here is not to deliver indepth specialist knowledge, but to provide for a wide framework allowing any of you to recognise and to evaluate methods and arguments of an economic nature.

The first part of the module will distinguish economics as a science from other activities, skills and sciences, such as politics, management and sociology. We shall also have a look at how economics developed in interaction with other sciences and disciplines over the three last centuries.

The second part is to introduce you to key microeconomic concepts. That is, to show how economic stakeholders (mainly households and firms) produce and consume goods and services that have a value, and that, ideally, this value is being translated into corresponding monetary units via transactions in various markets. The intrinsic limitations of market mechanisms will also be highlighted.

The third part is to explore the macroeconomic dimension, or the economy "as a whole", and to explain why the measurement of economic growth, inflation and employment are so critical to the governance of modern states. It will be explained what models are being used to help determine the governmental fiscal and monetary policies that so profoundly affect the two other groups of economic stakeholders (the firms and the households) and, are therefore politically sensitive.

1.3 Learning outcomes to be assessed

At the end of the module you will be able to:

- **LO1.** Understand the specificity of economics as a social theory (Summative Assessments 1 & 5)
- **LO2.** Understand the most fundamental concepts and analytical tools which are used in economics (Summative Assessments 1, 2, 3, 4 & 5)
- **LO3.** Relate the main conclusions derived from economic theory to their commercial and political implications (Summative Assessments 2, 4 & 5)

LO4. Develop communication skills on economic issues using the terminology of economics (Summative Assessments 1, 2, 3, 4 & 5)

1.4 Scheduled contact hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours
Total Learning Hours	200 hours

1.5 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Submission due-date & time	Method of Submission & Date of Feedback
A1: Written Examinati on (In-class exercise 1)	Multiple choice and fill in the blank questions	n/a	10%	40	Week 4 (Date and Time TBC)	Via NEO LMS & 5 working days after in- class exercises
A2: Written Examinati on (In-class exercise 2)	Multiple choice and fill in the blank questions	n/a	10%	40	Week 7 (Date and Time TBC)	Via NEO LMS & 5 working days after in- class exercises
A3: Written Examinati on (In-class exercise 3)	Multiple choice and fill in the blank questions	n/a	10%	40	Week 11 (Date and Time TBC)	Via NEO LMS & 5 working days after in- class exercises
A4: Written Examinati on (In-class exercise 4)	Multiple choice and fill in the blank questions	n/a	10%	40	Week 13 (Date and Time TBC)	Via NEO LMS & 5 working days after in- class exercises
A5: Written Assignment	1500 words	n/a	60%	40	Week 15 (Date and Time	Via NEO LMS

				&
(Summary)	(+/-10%)		TBC)	10 working days after inclass exercises

1.6 Assessment brief including criteria mapped to learning outcomes

1.6.1 Assessment 1: In-class Exercise (1) Basis economic concepts and methods

This exercise covers lessons 1 to 4 of the module and will assess your knowledge about basic economic concepts from the perspective of the specificity of economics as a social theory.

Assessment criteria

Generic assessment criteria for Assessment 1 (LO1, 2 & 4 will be assessed)

- ! **Knowledge and Understanding**: Students will need to show their understanding of key concepts of economics (such as, demand, supply, margin, equilibrium, inflation) and of the techniques, tools and methods (aggregation, open-market operations, indexing) used in economics.
- ! **Cognitive Skills**: Students will need not only to be able to understand key concepts, but also to see the logical relationship between them (for instance, between micro-economic demand and supply and macro-economic aggregation).
- ! **Practical and Professional Skills**: Students will need to be able to relate the main conclusions derived from economic theory to their personal fields of interest (management, politics, marketing, media, psychology, philosophy, religion).
- ! **Transferable and Key Skills:** Students will be able to use the acquired concepts to develop their writing and conversational skills.

1.6.2 Assessment 2: In-class Exercise (2) Principles of micro-economics

This exercise covers lessons 5 to 10 of the module and will assess your understanding of basic micro-economic theory by expecting you to paraphrase some elementary economic propositions.

Assessment criteria

Generic assessment criteria for Assessment 2 (LO2, 3 & 4 will be assessed)

! **Knowledge and Understanding**: Students will need to show their understanding of key concepts of economics (such as, demand, supply, margin, equilibrium, inflation) and of the techniques, tools and methods (aggregation, open-market operations, indexing) used in economics.

- ! **Cognitive Skills**: Students will need not only to be able to understand key concepts, but also to see the logical relationship between them (for instance, between micro-economic demand and supply and macro-economic aggregation).
- ! **Practical and Professional Skills**: Students will need to be able to relate the main conclusions derived from economic theory to their personal fields of interest (management, politics, marketing, media, psychology, philosophy, religion).
- ! **Transferable and Key Skills:** Students will be able to use the acquired concepts to develop their writing and conversational skills.

1.6.3 Assessment 3: In-class Exercise (3) Basics of macro-economics

This exercise covers lessons 11 to 14 of the module and will assess your knowledge about basic macro-economic concepts.

Assessment criteria

Generic assessment criteria for Assessment 3 (LO 2 & 4 will be assessed)

- ! **Knowledge and Understanding**: Students will need to show their understanding of key concepts of economics (such as, demand, supply, margin, equilibrium, inflation) and of the techniques, tools and methods (aggregation, open-market operations, indexing) used in economics.
- ! **Cognitive Skills**: Students will need not only to be able to understand key concepts, but also to see the logical relationship between them (for instance, between micro-economic demand and supply and macro-economic aggregation).
- ! **Practical and Professional Skills**: Students will need to be able to relate the main conclusions derived from economic theory to their personal fields of interest (management, politics, marketing, media, psychology, philosophy, religion).
- ! Transferable and Key Skills: Students will be able to use the acquired concepts to develop their writing and conversational skills.

1.6.4 Assessment 4: In-class Exercise (4) Macro-economics, business and politics

This exercise covers lessons 15 to 20 of the module and will assess your understanding of basic macro-economic theory by expecting you to paraphrase some elementary economic propositions.

Assessment criteria

Generic assessment criteria for Assessment 4 (LO2, 3 & 4 will be assessed)

- ! **Knowledge and Understanding**: Students will need to show their understanding of key concepts of economics (such as, demand, supply, margin, equilibrium, inflation) and of the techniques, tools and methods (aggregation, open-market operations, indexing) used in economics.
- ! **Cognitive Skills**: Students will need not only to be able to understand key concepts, but also to see the logical relationship between them (for instance, between micro-economic demand and supply and macro-economic aggregation).

- ! **Practical and Professional Skills**: Students will need to be able to relate the main conclusions derived from economic theory to their personal fields of interest (management, politics, marketing, media, psychology, philosophy, religion).
- ! Transferable and Key Skills: Students will be able to use the acquired concepts to develop their writing and conversational skills.

1.6.5 Assessment 5: Summary

You will write the summary of an article concerning an economic topic discussed in class.

You expected to summarise the key points of the article, relate and synthesise them. The summary needs to be written in an academic style. In-text citations should follow the Harvard referencing style (i.e., (Author Surname, Year)).

Assessment criteria 5: Summary (LO1, LO2, LO3 and LO4 will be assessed)

This assessment will be marked according to the following criteria:

- ! **Knowledge and Understanding (20%):** The students will need to demonstrate their understanding of key economical concepts and of the techniques, tools and methods used in economics.
- ! Cognitive Skills (35%): The students will need not only to be able to understand key concepts, but also to see the logical relationship between them and express this relationship using their own words.
- ! **Practical/Professional Skills (35%):** Students will need to be able to relate the main conclusions derived from economic theory to their personal field(s) of interest.
- ! **Transferable Skills (10%):** Students need to communicate in a clear manner given the word count requirement and use Harvard Referencing system.

For guidance on online submission of assignments, including how to submit and how to access online feedback, please refer to the MIUC Learning Management System student guideline.

1.7 Learning materials

The reading list for this module is available on Blackboard in the module area.

1.7.1 Core textbook(s):

- Dobson S. and Palfreman S. (1999) *Introduction to Economics*, Oxford University Press
- Gillespie, A., (2016). Foundations Of Economics 5e. Oxford University Press.
- Gregory M. N. (2017) *Principles of Economics*, 8th ed. Cengage Learning

1.7.2 Other recommended reading:

- ! The Economist (2016) Minsky's moment, accessed 23 July 2019 (https://www.economist.com/economics-brief/2016/07/30/minskys-moment)
- ! The Economist (2016) Fiscal multipliers, accessed 23 July 2019 (https://www.economist.com/the-economist-explains/2016/09/07/what-is-the-keynesian-multiplier)
- ! The Economist (2017) Say's law: supply creates its own demand About employment, accessed 23 July 2019 (https://www.economist.com/economics-brief/2017/08/10/says-law-supply-creates-its-own-demand)
- Keen, S. (2011) Debunking Economics, Zed Books
- Lipsey, R.G., Chrystal, K.A. (1999) *Principles of Economics*, 9th ed. Oxford University Press
- Piketty, T. (2014) Capital in the Twenty-first Century, The Belknap Press of Harvard University Press
- ! Raworth, Kate (2017) Doughnut Economics, Penguin Random House
- ! Sowell, T. (2011) Basic Economics, Basic Books
- Sloman, J., Garratt, D., Guest, J. and Jones, E. (2016), *Economics for Business*. Pearson

1.7.3 Other resources:

- ! Internet resources
 - Stakeholder Theory (https://www.youtube.com/watch?v=lh5lBe1cnQw)
 - Money as Debt (<u>https://www.youtube.com/watch?v=jqvKjslxT_8</u>)

! Web sites

- The Economist online
- IMF website
- Investopedia
- o FT online
- Wall Street Journal online
- Bloomberg
- Reuters
- Yahoo Finance

Remember to log into NEOlms daily to receive all the latest news and support available at your module sites!

2 Things you need to know

2.1 Engagement

During the academic year 2020-21, the health, welfare and safety of all our students and staff is our top priority as Spain continues to deal with the ongoing implications of the COVID-19 outbreak.

Face to-face-teaching, access to MIUC facilities and being part of our unique University community are key parts of the excellent student experience at MIUC. We have been working to create a safe and efficient plan that will allow us to deliver these elements when you start with us in the fall semester, subject to government regulation.

MIUC will be ready to teach in September and we are committed to engaging with you as closely as we can, and to ensuring that you have a rich educational experience that is safe and protected to ensure that you continue to get the most from the University life and the city of Marbella.

Whether you are engaging with teaching and learning activities on site or via the MIUC Virtual Learning Environment, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the timeframes set out, you should let your module leaders know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your module leaders. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are struggling so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

2.2 Need help, just ask

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you are struggling with meeting deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, speak to them so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time, apply online for an extension before your deadline. An extension will allow you an extra 10 working days. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can, apply online for mitigation.

Please remember late submission without extension or mitigation will result in penalties depending on how late it is, see Academic Regulations.

You are reminded that MIUC applies penalties to students who commit an academic offence, in which case the Academic Offences Regulations will be used to deal with any cases of academic misconduct including examination offences, plagiarism and other means of cheating to obtain an advantage.

You are encouraged to seek advice from the Students' Union and counselling service which support you with all aspects of your academic experience by providing advice and guidance to ensure you are fully informed of the academic regulations as well as advocate for student views.

You are expected to behave in line with University expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others online and a range of online materials, it is important to consider how to stay safe online and ensure your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leaderor Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to the Complaints Procedure which is outlined in the student handbook and consult the Students' Union about it. The University aims to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

2.3 Getting support for your studies

Throughout your course of study, you will have access to a wide variety of sources of support

depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor for academic advice in relation your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

2.4 Student support

In addition to the support listed in the previous section, there is also more help offered by MIUC Student services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: student.life@miuc.org

Internship Support: cristina@miuc.org

Life Coaching Service: Ms. Ana Cantle, ana.cantle@miuc.org

Counselling Service: Ms. Eva Berkovic, eva@miuc.org

2.5 Module evaluation – have your say!

Towards the end of the module you will be invited to provide someanonymousfeedback to the Module Leader through a (online) survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module.

3 Appendix: Weekly Content

Week 1: Economic Science, Politics, Business and Management

Key concepts/issues: Science, scarcity, value creation, normative, objective, data, graphs, models, long/short run, ceteris paribus

Literature for this session:

Dobson & Palfreman, chapter 1

Gillespie, chapter 1

Raworth, chapter 1

Cohen, Joel: An Introduction to Demography (https://www.youtube.com/watch?v=2vr44C G0-o)

Content: This session will introduce you to the structure of the module. Economics as a science will be differentiated from other activities, skills and sciences. We will discuss the methods, specificity and importance of economics as a human/social science.

Week 2: Scarcity, Choice & Economic Stakeholdership

Key concepts/issues: Decision, cost, stakeholder, opportunity cost, allocative, efficiency, factors of production, governance, responsibility

Literature for this session:

Dobson & Palfreman, chapter 2

Gillespie, chapter 2

Raworth, chapter 3

Formative source:

Stakeholder Theory (https://www.youtube.com/watch?v=lh5lBe1cnQw)

Content: The scarcity of economic resources implies competition for their use. This means economic interests are involved at all levels of economic interaction. In the worst cases this competition will degenerate into conflict and even war. We shall here analyse the complexity of economic relationships from the specific stakeholder perspectives of households, firms and states. We shall also consider the question whether economics could reduce the dangers of conflict by objectifying interests scientifically.

Week 3: A Short History of Economic Thought

Key concepts/issues: Business cycle, depression, recession, trend, classical economists, Marxism, interventionism, liberalism, communism, globalisation, monetarism

Literature for this session:

Dobson & Palfreman, chapter 16

Formative sources:

About business cycles, "Minsky's moment", The Economist.

About Keynes' multiplier, "Fiscal multipliers", The Economist.

About "Say's law: supply creates its own demand", The Economist.

Content: The economy evolves in time driven by factors such as political events, changes in society and technological innovation. But this evolution is not smoothly linear, it can be seen as a succession of booms and busts. This has lead to the idea of the cyclical nature of the economy. In one way or another, all great economists have been concerned with the ideal, if not to eradicate, at least to soften the effects of disruptive economic crises. In this session we will see how the science of economics has evolved from the XVIIIth century physiocrats to contemporary monetarism.

Week 4: Value Creation, Markets and Price

Key concepts/issues: Process, value, cost, supply, demand, competition, market, price, property rights

Literature for this session:

Dobson & Palfreman, chapter 3

Formative source:

About markets and information, "Information asymmetry", The Economist.

Gillespie, chapter 7

Content: Value is created by transforming production factors (labour, raw materials, capital, ...) into goods and services needed or desired by customers. We shall see that value cannot be immediately translated into a price without the mediation of a specific mechanism which is called a market. By obeying the laws of demand and supply, free markets ideally achieve an equilibrium at which the price of goods and services is fair and the resources used to produce them are optimally allocated.

Week 5: Market Disequilibrium, Value and Money

Key concepts/issues: Persistent shortage, currency, liquidity, risk, narrow money, rate of interest

Literature for this session:

Dobson & Palfreman, chapters 4 & 21

Content: Market equilibrium is per definition temporary, and external factors can influence the relationship between supply and demand. In reality some markets do not achieve equilibrium even when the forces of supply and demand have had time to adjust. This is mostly due to governmental pricing intervention. We shall see how such intervention usually results in persistent shortages or surpluses. In the second part of this session we will discover what money is and that money markets themselves are also subject to the laws of demand and supply.

Week 6: Cost and Profit

Key concepts/issues: Normal profit, law of increasing cost, economy of scale, allocative/production efficiency, marginal revenue, perfect competition

Literature for this session:

Dobson & Palfreman, chapter 7

Gillespie, chapter 10

Content: We have seen that one of the pre-suppositions of economics as a science is the profit-maximizing behaviour of humans. In this session we shall see how this can be understood. To produce a service or a good necessarily entails costs. On the other hand, to be viable, firms need to generate a profit in the long-run. So, how can this be achieved, and under what conditions does one know that a firm is performing optimally within certain market conditions?

Week 7: Markets, Marketing and the Media

Key concepts/issues: Target markets, market analysis, market segmentation, purchasing power, consumer behaviour

Content: In this session we will look at how marketers use economic information to fight for the customer's "share of wallet". Media play a central role in the related competition for customer and investor attention. We shall study this concretely by comparing the content offered by some of the most important economic and financial sources of information.

Week 8: Macro-economics

Key concepts/issues: Circular flow model, growth, employment, inflation

Literature for this session:

Dobson & Palfreman, chapter 13

Gillespie, chapter 16

Content: Macroeconomics look at the economy "as a whole". One way representing the totality of an economy as a self-contained system is by using circular flow models. Traditionally macro-economics has been concerned with three main issues: economic growth, price stability and (un)employment. The political reasons for focusing on these three issues will be discussed in detail.

Week 9: Economic Growth

Key concepts/issues: GDP, GNP, income per capita, consumption, value added, expenditure/output method

Literature for this session:

Dobson & Palfreman, chapter 14

Gillespie, chapter 18

Raworth, chapter 7

Content: Economic growth is critical to the development of modern societies. Hence, growth indicators are probably the most discussed issue in macroeconomics. But, it is not only the numbers themselves that are being hotly debated by politicians, economists and the media, but also the way they have been calculated and by which institution. This is a hot topic, because credible growth numbers are considered a sound basis for economic as well as political decision making.

Week 10: Employment and Price Stability

Key concepts/issues: Indicators, GDP deflator, headline inflation, natural rate of unemployment, price index, Phillips curve, wage-price spiral, full employment, purchasing power

Literature for this session:

Dobson & Palfreman, chapters 15 & 23

Gillespie, chapter 15

Formative sources:

About employment, "The natural rate of unemployment", The Economist.

Content: Employment and the stability of prices are, besides growth, evidently essential to the well-being of the citizens. They are, for instance, highly relevant to the setting of interest rates. They are attentively scrutinized, not only by politicians and economists, but also by a whole range of professionals, such as financial managers, academics, bankers, trade union leaders, entrepreneurs, secret services, and ... the media.

Week 11: Aggregate Supply and Demand Model

Key concepts/issues: Fiscal/monetary policy, macroeconomic equilibrium, price level, real output

Literature for this session:

Dobson & Palfreman, chapter 17

Gillespie, chapter 19

Content: A classic method to measure the economy "as a whole" is to add up the totality of supply and demand of an economy. This method has been inspired by microeconomic, bottom-up reasoning. It has the advantage to expose the constitutive components of the economy. We will use this aspect of the method to provide an insight into the interrelatedness of the economy "as a whole".

Week 12: Macroeconomic Equilibrium

Key concepts/issues: Fiscal/monetary policy, price level, real output, inflation, exchange rate, business cycle

Literature for this session:

Dobson & Palfreman, chapter 17

Content: If micro-economic equilibrium is probably an exception in reality, macroeconomic equilibrium is very probably an illusion. The aggregate supply and demand model has obvious limitations and a lot of

critics, so why study it at all? The model, however deficient, provides an insight into the factors causing the perpetual disequilibrium of the economy "as a whole". We will discuss the most important ones, such as governmental policy and the business cycle, in this session.

Week 13: Fiscal Policy

Key concepts/issues: Stabilizer, multiplier, deficit, surplus, discretionary/expansionary fiscal policy, taxation, redistribution of income

Literature for this session:

Dobson & Palfreman, chapter 20

Gillespie, chapter 22

Formative source:

About Keynes' multiplier, "Fiscal multipliers", The Economist.

Content: It is in matters of taxation that economics and politics are the most closely intertwined. A state, like any economic agent, needs income to pay for the cost of production of its goods and services. The levying of taxes is the most common way for states to generate revenue. This involves three main issues: the nature of the taxes, their rate or level, and the question as to whom they apply. Especially the last issue is politically sensitive and raises many moral questions concerning social justice. These will also be addressed in this session.

Week 14: Monetary Policy

Key concepts/issues: Central bank, equation of exchange, money multiplier, openmarket operations, reserve ratio, gold standard

Literature for this session:

Dobson & Palfreman, chapter 22

Gillespie, chapter 23

Content: Since the second part of the XX th century the vast majority of democracies have taken two momentous political decisions: to depart from the gold standard of exchange rate and to devolve monetary policy to a central banking system. We shall have look at the ideas that are on the basis of these major decisions and which have mainly been formulated in the quantity theory of money. We will relate questions of monetary policy to the origins of the "great recession" and the actuality of its aftermath.