Economics and Management

ECTS credits
4 credits

In brief

Course langage: French

Presentation

Learning objectives

- Understand what a business is: its environment, functions, structure and organisation
- Understand the role and general principles of economics
- Master the basic models of economics (microeconomics and macroeconomics) and know their limits
- Know how to apply economic theory to contemporary issues
- Understand how to extract information on a company and its functioning via its accounting data
- Understand the need for homogeneity in accounting rules for better comparability of companies over time and between them
- Understand what constitutes the governance of a company, strategic management and grasp the issues at stake

Description of the programme

The teaching unit is divided into three complementary blocks: an introduction to economics; an introduction to accounting; and an introduction to business organisation and management. Each of the three parts will follow the following outline:

Introduction to Economics

1. The scientific approach in economics
2. Economic decision making
3. The market as interaction
4. Exercises on pricing and taxes (Tutorials 1 & 2)
5. Externalities: introduction to environmental economics
6. Public goods and positive externalities
7. Exercises on environment and innovation (Tutorials 3 & 4)
8. Risk and time: an aperitif in finance
9. Growth and demand in factors: an introduction to macroeconomics

Accounting and management
1. Introduction: Generalities on the different accounting systems
2. Accounting data and budget forecasting: general accounting
3. Management decision support: cost accounting
4. Investment choices and financial analysis: corporate finance
5. Serious game

Organisation and management of the company
1. Corporate culture, ethics and governance
2. The company: environment, structure, functions and organisation
3. Corporate Responsibility: Security; Social and Environmental Responsibility

Generic central skills and knowledge targeted in the discipline

- Know how to model economic decision making.
- Know how supply and demand form, and interact on the market depending on its structure.
- Understand the effect of externalities on economic equilibrium and know to correct them.
- Understand how economic forces and choices can lead to growth.
- Know how to finad information on the profitability and the financial health of a company.
- Know the difference between investment and operating costs
- Know how to evaluate the expected profitability of an investment
- Knwo how to build an estimated budget
- Identify the key elements of the organizational culture of a firm and its corporate governance rules.
- Know how to interpret the strategic choices of a firm and its operational consequences.
- Understand the main functional areas of business, the way they are structured and how they behave and evolve.

How knowledge is tested

- Tutorial in economics: 17%
- Exam in economics (1:30): 33%
- Serious game in accounting: 17%
- Exam in accounting (1:30): 33%

Bibliography

- Ebook « L'économie » de CORE Econ : https://www.core-econ.org/the-economy/fr/
- Acemoglu, D., Laibson, D., and List, J. (2017) Economics, Global Edition. Pearson.
- Marcus, J. and van Dam, N. (2019) Handbook Organisation and Management : a practical approach.

Teaching team

Renaud Bourlès (Economie)

Nicolas Clootens (Economie)
Cécile Loubet (Comptabilité)
Florian Magnani (Gestion de l'entreprise)
Françoise Perrin (Comptabilité)
External speakers

Sustainable Development Goal



Eradicating poverty



Affordable and clean energy



Reduced inequalities



Climate action



Partnerships for the goals

Total des heures		**72h**
CM	Master class	24h
TD	Directed work	24h
AA		18h
TP	Practical work	6h

Useful info