Overview

A successful manager seeks to anticipate the strategic behaviour of competitors. A manager must also be able to deal with people's different motives and with major uncertainties in the decision-making process. Dealing with these issues is the essence of business strategy and economic management. Study in this area provides students with the tools to understand the fundamental economic behaviour that underlies all business decisions. Hence, it allows future managers to make informed decisions throughout their careers.

Strategic decision-making is not only useful for relations with competitors, but for relations with suppliers, customers, business partners, and for the range of relations inside the firm. Employees, managers, shareholders and the board of directors all have different goals, and they behave strategically, not unlike competitors. They also have 'incomplete information'? about each other: Because employees and managers have complex skills and assignments, others cannot perfectly assess them through performance evaluations. And each employee understands certain aspects of the business and its customers better than others. Economics allows managers and owners to structure divisions, teams and salary packages for employees to gain the highest profits. The flexibility of strategic thinking tools from economics allows a manager to deal with any new situations that arise - be it new research projects, start-up businesses, or business alliances.
**Faculty**
UNSW Business School

**School**
School of Economics

**Study Level**
Undergraduate

**Minimum Units of Credit**
48

**Specialisation Type**
Major
Available in Program(s)

Program(s) in which this major is available

Bachelor of Commerce - **BCom**

**3502 Commerce**
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 144
Typical Duration: 3 Years

Bachelor of Commerce (Co-op) - **BCom(Co-op)**

**3554 Commerce (Co-op)**
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 192
Typical Duration: 4 Years

Bachelor of Commerce (International) - **BCom(International)**

**3558 Commerce (International)**
Faculty: UNSW Business School
Campus: Kensington
Units of Credit: 192
Typical Duration: 4 Years


**Specialisation Structure**

Students must complete 48 UOC.

**Core Courses**

Students must take 36 UOC of the following courses.

- **ECON1102** | 6 UOC  
  Macroeconomics 1

- **ECON1202** | 6 UOC  
  Quantitative Analysis for Business and Economics

- **ECON2101** | 6 UOC  
  Microeconomics 2

- **ECON2112** | 6 UOC  
  Game Theory and Business Strategy

- **ECON3121** | 6 UOC  
  Industrial Organisation

- **ECON3123** | 6 UOC  
  Organisational Economics

**Prescribed Electives**

Students must take 12 UOC of electives from the following list, with at least 6 UOC being at level 3.

Please Note: ACCT3563 is included for the benefit of students undertaking majors in both Accounting and Business Strategy & Economic Management to allow compliance with the requirements of the professional Accounting bodies. Students with majors in Accounting and Business Strategy & Economic Management may count this course towards the Business Strategy & Economic Management major AND the Accounting major.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>UOC</th>
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<tbody>
<tr>
<td>ACCT3563</td>
<td>6</td>
<td>Issues in Financial Reporting and Analysis</td>
</tr>
<tr>
<td>ECON2102</td>
<td>6</td>
<td>Macroeconomics 2</td>
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<tr>
<td>ECON2103</td>
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<td>Business and Government</td>
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<td>ECON2104</td>
<td>6</td>
<td>Applied Macroeconomics</td>
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<tr>
<td>ECON2107</td>
<td>6</td>
<td>Modern Labour Markets: Theory and Policy</td>
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<tr>
<td>ECON2111</td>
<td>6</td>
<td>Introduction to Economic Development</td>
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<td>ECON2117</td>
<td>6</td>
<td>Economics of Tourism</td>
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<tr>
<td>ECON2126</td>
<td>6</td>
<td>Principles of Experimental and Behavioural Economics</td>
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<td>ECON2127</td>
<td>6</td>
<td>Environmental Economics</td>
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<tr>
<td>ECON2128</td>
<td>6</td>
<td>Economics of Climate Change &amp; Carbon Markets</td>
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<td>ECON2206</td>
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<td>Introductory Econometrics</td>
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<tr>
<td>ECON2209</td>
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<td>Business Forecasting</td>
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<td>ECON2313</td>
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<td>ECON2322</td>
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<td>ECON3101</td>
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<td>Markets and Frictions</td>
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<td>ECON3104</td>
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<td>ECON3106</td>
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<td>ECON3109</td>
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<td>Economic Growth, Technology and Structural Change</td>
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<td>ECON3114</td>
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<td>Superannuation and Retirement Benefits</td>
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<td>ECON3116</td>
<td>6</td>
<td>International Trade Theory and Policy</td>
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<td>ECON3119</td>
<td>6</td>
<td>Political Economy of Capitalism</td>
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<tr>
<td>ECON3124</td>
<td>6</td>
<td>Behavioural Economics</td>
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</tbody>
</table>
ECON3125  |  6 UOC  
Economics of Health and Human Capital

ECON3202  |  6 UOC  
Mathematical Economics

ECON3203  |  6 UOC  
Econometric Theory and Methods

ECON3206  |  6 UOC  
Financial Econometrics

ECON3208  |  6 UOC  
Applied Econometric Methods

ECON3209  |  6 UOC  
Statistics for Econometrics

MGMT2010  |  6 UOC  
Innovation and Entrepreneurship

MGMT3001  |  6 UOC  
Business and Corporate Strategy

**Enrolment Disclaimer**

Unless advised otherwise by your program authority, you should follow the rules for the handbook for the year you commenced your program. You are also responsible for ensuring you enrol in courses according to your program requirements. myUNSW enrolment checks that you have met enrolment requirements such as pre-requisites for individual courses but not that a course will count towards your program requirements.
Additional Information

Honours

Honours level study is also available in Business Strategy and Economic Management.

Students interested in Honours should refer to the Honours stream record for entry requirements.

Further information

Please note that these requirements may be subject to change. Students are advised to follow requirements according to the year they commenced. Please refer to previous editions of the Online Handbook for pre-2019 program requirements.

Contact the UNSW Business School Student Centre for advice.
tel: + 61 2 9385 3189
location: Level 1, room 1028, Quadrangle Building
Forms, policies and procedures
Frequently asked questions
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179