

Business Economics Andrew Gillespie

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suitable for foundation degrees and non specialist courses for first year undergraduates this book introduces students to both microeconomic and macroeconomic principles the text is supported by an online resource centre and includes powerpoint slides instructors manual and a multiple choice test bank

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andrew gillespie s economics for business is the perfect introduction to all of the key economic concepts business students need to know crystal clear explanation and a dynamic writing style are complemented by unrivalled learning support to motivate students to get to grips with the fundamentals of economics and to highlight the business relevance of what they re learning opening case studies discuss real challenges faced by well known businesses including amazon facebook and five guys and invite students to reflect on how these specific issues apply elsewhere frequent business insights throughout each chapter reinforce the business relevance of economic theories bringing them to life every step of the way particular support is provided for mathematical concepts assuming no prior knowledge the book walks students through the maths to develop their confidence in tackling quantitative material before asking them to apply what they ve just learned to real business data other features are designed to produce highly employable business graduates the you the manager feature prompts critical thinking by putting the reader in the shoes of a decision maker while research tasks in each chapter cultivate essential report writing and information assimilating skills

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this volume is a state of the art compilation of diverse and innovative perspectives principles and a number of practiced approaches of fields courses and methods of pluralist economics teaching it fosters constructive

controversy aiming to incite authors and commentators to engage in fruitful debate the complex economic problems of the 21st century require a pluralist real world oriented and innovative discipline of economics capable of addressing and teaching those complex issues to students from diverse perspectives this volume addresses a number of key questions which models could be taught outside the equilibrium and optimality paradigm which methods could help to improve our understanding of the complex globalized economy how can qualitative and quantitative methods be combined in a fruitful way to analyze complex economic problems how can the academic isolation of mainstream economics that has developed over many decades be overcome despite its attempted transdisciplinary imperialism what role should knowledge from other disciplines play in teaching economics and what is the relevance of transdisciplinarity through examining these issues the editors and authors have created a pluralist but cohesive book on teaching economics in the contemporary classroom drawing from ideas and examples from around the world principles and pluralist approaches in teaching economics is a unique collection of diverse perspectives on the methodology and applications of pluralist economics teaching it will be a great resource for those teaching economics at various levels as well as researchers and intermediate and advanced students searching for pluralism in economics

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a subject specific guide for teachers to supplement professional development and provide resources for lesson

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