

**Kingston
University**
London

Applied Economics BA(Hons)

single/joint honours

■ FACULTY OF ARTS AND SOCIAL SCIENCES

www.kingston.ac.uk/applieconomics

UNLEASH YOUR
POTENTIAL

Applied Economics BA(Hons)

single/joint honours

Applied economics is available as a full field or a joint honours degree. The course is designed to introduce you to the discipline in a less technical way than our other courses in economics, with increased emphasis on communication. In the joint honours version you can combine economics with a variety of other subjects, allowing you to apply your knowledge of economics to another field of interest.

Our programme

Kingston's Applied Economics degree allows you to pursue your interest in economics with a particular emphasis on the practical application of economics. You will explore a range of areas, topics and subjects from the economic perspective. Your studies will emphasise the practical application of economics.

For example:

- Is a strong pound a good thing?
- Why is there a gender pay gap?
- Should we be concerned about the increase in child poverty?
- Should there be a congestion charge in London?
- Should the financial sector be more heavily regulated?

In studying applied economics you will:

- explore why people make the decisions that they do, and what the consequences of those decisions are;
- enhance your understanding of the real world by developing appropriate theories;
- investigate the economic role of institutions such as markets, productive enterprises, households and government; and
- use quantitative methods to increase the precision of logical analysis.

Teaching and assessment

Kingston has a reputation for excellent teaching quality, and the School of Economics has scored high marks in official inspections carried out by the Government's Quality Assurance Agency.

You will be assessed in a number of different ways, including tests, exercise sheets, essays and examinations. As an economics student, you will have access to first-rate resources to help you to study in greater depth.

- We will show you how to use PCs to support your work as an economist.
- Your course materials are accessible via the internet using StudySpace, our web-based learning management system.
- You will have access to excellent library and computing facilities.
- We will help you develop the study skills needed at university.
- Our arrangements for student support have been officially awarded top marks.

Centre for Academic Skills and Employability (CASE)

CASE offers students from the Faculty of Arts and Social Sciences one-to-one help with their studies, supporting both undergraduate and postgraduate students with:

- researching and presenting;
- structuring and editing traditional academic writing;
- structuring and editing multimedia texts; and
- referencing.

CASE also provides a range of resources to enhance employability, including help with writing CVs, application forms and preparing you for interviews. Results show that students who use the centre are significantly more likely to complete their degree. As they are better equipped to act on feedback, they also tend to do better in their studies.

Careers

Studying economics will help you develop the numeracy and literacy skills that employers value. Economics graduates work in a wide variety of sectors, including business and finance (e.g. accountants, investment advisors); marketing, sales and media; commercial, industrial and public sector managers; science, engineering, IT, healthcare and teaching.

In 2008, nearly two thirds of economics students were employed within six months of graduation.* Economics graduates enjoy good employment prospects and can earn a premium of 40 per cent (more if you're a woman) compared with students with two or more A-levels but without a degree.**

What do our graduates do?

Our graduates find employment in a wide range of occupations, such as economists in the City of London, and in management positions nationally, internationally and in the public sector. Many of our students progress to study at postgraduate level. Below are examples of the varied careers followed by our graduates:

- Business forecaster
- Economist
- Director of a government agency
- Financial planner
- Investment manager
- Marketing brand manager
- Securities trader
- TV producer/director
- University lecturer

*Data from http://www.prospects.ac.uk/what_do_graduates_do_economics.htm

**<http://whystudyeconomics.ac.uk/How-much-more-will-you-earn-with-Economics/>



Why study Applied Economics at Kingston University?

- You will have the opportunity to study applied economics either as full field or in combination with another subject of your choice.
- There is a strong emphasis on the practical application of economics to real-world issues rather than concentrating on technical theory.
- Our course also places less emphasis on mathematics and statistics than other economics courses.

What you study

The number of modules you take, and which ones, depends on whether you are studying Applied Economics as a single subject or together with another (joint honours, as major, minor or half field). A number of further options are available, and the module list varies from year to year as the course structure is reviewed and refined.

Year 1

The full range of modules depends on whether you are a full-field or joint honours student.

Introduction to Economics is designed for students without an A-level, or equivalent, in economics. You will study some of the issues facing the UK economy and learn how economists address these issues. You will acquire a basic understanding of economic principles before moving on to a more thorough treatment of these in Microeconomics and Macroeconomics modules.

A Foundation in Economics is designed to help you develop many of the basic skills used by economists. You will be able to develop your skills in the use of language, writing, ICT and group work. You will be introduced to professional word processing, spreadsheet and presentation software, and learn how these support the work of an economist.

Microeconomics 1 is the study of the techniques of model-building and analytical reasoning used in microeconomics. You will explore the application of microeconomic models to current economic issues. There is an emphasis on evaluating and solving real problems faced by market economies.

Macroeconomics 1 is the first step into the arena of economics analysed at the aggregate level. You will become familiar with the basic model of aggregate supply and demand and learn how the difference in emphasis among economists has led to differences in government policy.

Economics Quantitatively Treated 1 teaches you how and when to use a variety of mathematical methods and statistical techniques in your study of economics. You will learn to express economic principles using mathematical symbols, solve simple and simultaneous equations, apply basic algebraic manipulation, access economics data sources, interpret data in tabular and graphical form.

Other modules include:

- The Environment of Modern Business
- The Rise in Global Capitalism
- Accounting

Kingston Language Scheme

All students may substitute one of the subject modules in their first year for a language module from the Kingston Language Scheme (KLS). This scheme provides a unique opportunity to incorporate a language into your programme of studies. We offer modules in Arabic, French, German, Italian, Japanese, Mandarin (Chinese) and Spanish. You can learn a new language from the beginning or continue with the study of a language you have previously learned. Each module is credit-rated and will count towards your degree.

Year 2

Minor-field programme

In **Microeconomic Policy and Principles** and **Macroeconomic Policy and Principles**, you will develop your knowledge of economic principles and learn how these ideas can inform policy making. **Economics Quantitatively Treated 2** will enable you to complete your study of the basic quantitative skills required in economics.

Half-field programme

You will continue to develop your writing skills for reports and team-working. In the **Applied Economics Workshop** you will learn to apply economic theory, support theory with appropriate data, locate and utilise relevant literature, and present reports effectively while working in groups.

Major-field programme

A wide range of options shared with other economics programmes allows you to study the application of economics with a subject of your choice.

Indicative list of options:

- Economics of Development 1
- Environmental Economics 1
- Managerial Economics and the Firm
- Economics of Competition 1
- Entrepreneurship
- International Financial Markets
- International Organisation and Integration
- Global Governance 1
- Global Trade and Finance 1
- Writing and Presenting Economics 1

Year 3

For the final year of the course you take two core courses and select six options in which you will study the application of economics at a more advanced level.

Core modules:

- Microeconomic Policy & Principles 2
- Macroeconomic Policy & Principles 2

Module options:

Minor-field programme

Select one module from Group A below.

Half-field programme

Select one module from Group A and one module from Group B below.

Major-field programme

Select three modules from Groups A and B below.

Full-field programme

Select three modules from Group A and three modules from Group B below.

Group A

- Economics Quantitatively Treated 3
- Writing and Presenting Economics 2
- Preparing a Dissertation Project

Group B

- Dissertation Project
- Economics of Corporate Strategy
- Economics of Competition 2
- Economics of Small and Medium Sized Enterprises
- Economic Analysis of Government
- Economics of Development 2
- Economics of Integration
- Monetary Economics in Developing Countries
- Global Governance 2
- Global Trade and Finance 2
- Global Environmental Issues
- Economics of Transnational Enterprise
- Britain's Role in the World Since 1900
- Economic and Social Rights

Economics courses

The School of Economics offers:

- Applied Economics half field – this course combines the study of economics with another subject.
- Applied Economics full field – this course places an emphasis on the practical application of economics.
- Business Economics – this degree focuses on the economic analysis of business activity.
- Economics – this is a broad degree in economic analysis and policy.
- Financial Economics – this degree focuses on the economic analysis of finance.

"Our emphasis on teaching subjects relevant to the world today, and producing graduates able to make a positive contribution to that world, makes the educational experience on offer in our Faculty at Kingston unique among universities in the United Kingdom."

Professor Martin McQuillan
Dean of Faculty of Arts and Social Sciences



Want to know more?
[www.kingston.ac.uk/
appliedeconomics](http://www.kingston.ac.uk/appliedeconomics)

Applied Economics staff

Nick Butler is Head of the School of Economics. He is a Kingston graduate (BA in Business Studies) and also has an Economics MSc (from Birkbeck College, University of London). Before becoming a lecturer he worked in marketing and as an IT consultant. Nick teaches the Economics Quantitatively Treated module, among others.

Professor Vince Daly is Director of Research in the School of Economics. He lectured at Birmingham University before moving to Kingston. Vince teaches corporate finance for undergraduates and Macroeconometric Modelling on our MSc course.

Dr Ted Hyett studied economics at London University. His PhD from Imperial College investigates the economic costs and benefits of nuclear energy. Ted teaches Environmental Economics, the Economics of Europe, and Financial Risk Management.

Dr Hong Li lectured in China and Australia before coming to Kingston. She teaches Corporate Finance and also runs the Business Forecasting Workshop on our MSc course. Hong's current research topic is the economic development of China.

Dr Alan Mulhern has worked as an economic researcher, journalist and consultant. Alan's current research concentrates on small and medium-size enterprises (SMEs). He teaches Business Environment and Managerial Economics and the Firm.

Dr Kay Pollock has a PhD from Birkbeck College in which she researched macroeconomic policy. Kay teaches Macroeconomics, Econometrics and Mathematical Economics, and also directs our MSc course in Business and Economic Forecasting.

Dr Ali Shamsavari obtained his MA and PhD from Vanderbilt University, USA. Ali's current teaching includes the Economics of Trans-National Enterprises module. His current research interests include the impact of multinational businesses on economic development.

Dr Jalal Siddiki began his study of economics in Bangladesh, eventually completing his PhD at Kingston. Jalal's research focuses on the financial context of economic growth and development and has published many articles in this field. Jalal teaches Macroeconomics and Econometrics.

Dr Joachim Stibora teaches Microeconomics, International Trade and Finance, and the Economics of Europe. His current research develops theoretical models of trade and development. He has published in *Economica* and the *Journal of International Economics*, and worked as a consultant to the World Bank.

Rob Watkins worked for many years in marketing before returning to study as a mature student. Rob has an MSc in Business and Economic Forecasting from Kingston. He teaches Business Environment and Economics of Organisations.

Dr Julian Wells is Director of Studies in the School of Economics. He worked as a journalist before taking his economics degree. Julian's research is in the new field of probabilistic political economy ('econophysics'), in particular in the statistical distribution of company profit rates. He teaches the core third-year Business Economics modules, and also courses in communication skills.



Entry requirements

Typical offer

- Points: 260 points full field
240– 320 depending on combination.
- Units: to include two A-levels or equivalent.
- Subjects: A-level: General Studies accepted as one of three A-levels or equivalent.
- Key Skills: points not accepted in tariff.
- Plus GCSE: Mathematics and English Language (grade A–C required).

We welcome applications from students who have not taken Economics or Mathematics A-level.

Further requirements for combinations

Please see the course webpage for details.

International students

All non-UK applicants must meet our English language requirements. For this course it is IELTS of 6.5 overall, with special conditions for students who require a Tier-4 student visa. Please make sure you read our full guidance about English language requirements on the course webpage, which includes details of other qualifications we'll consider.

Other entry routes

- Access course
- International applicants and mature applicants with relevant qualifications are welcomed.

Joint honours combinations

You can study Applied Economics as a half or major field in combination with the following subjects:

- Business
- Creative Writing
- Criminology
- English Language and Communication
- Environmental Studies
- French
- History
- History of Art, Design and Film
- Human Geography
- Human Rights
- International Relations
- Journalism
- Law
- Media and Cultural Studies
- Politics
- Sociology
- Spanish
- Television and New Broadcasting Media

UCAS codes

For UCAS codes, please see the course webpage.

Open days

Several open days are held each year. Please contact the admissions office or visit the University website for more details.
www.kingston.ac.uk/opendays

Contact details

Course enquiries

Modular Admissions Office
Faculty of Arts and Social Sciences
Kingston University
Penrhyn Road
Kingston upon Thames
Surrey KT1 2EE
T: +44 (0)20 8417 2378/2361
F: +44 (0)20 8417 2292
E: fassundergrad-info@kingston.ac.uk

Accommodation

T: +44 (0)20 8417 3829
E: accommodation@kingston.ac.uk
www.kingston.ac.uk/accommodation

Student Funding Service

T: +44 (0)20 8417 3560
www.kingston.ac.uk/studentfunding

Disability and Dyslexia Support Services

T: +44 (0)20 8417 4284/4252
Minicom: +44 (0)20 8417 4447
F: +44 (0)20 8417 4443
www.kingston.ac.uk/disability-and-dyslexia

International Office

T: +44 (0)20 8417 3411
www.kingston.ac.uk/international