**ECONOMICS B – BRIDGING WORK**

***Task 1:* Markets, Consumers & Firms**

Produce study notes for the f key terms in the table below. Your study notes must include a definition, explanation, and relevant examples. Note that your examples could have local, national, international, or pictorial references.

|  |  |  |  |
| --- | --- | --- | --- |
| Keyword | Definition | Explanation | Relevant examples |
| The economic problem |  |  |  |
| Scarcity & Choice |  |  |  |
| Opportunity costs |  |  |  |
| Factors of Production |  |  |  |
| Production Possibility Frontier |  |  |  |
| Profit maximisation |  |  |  |
| Sales maximisation |  |  |  |
| Satisficing |  |  |  |
| Trade off |  |  |  |
| Cost efficiency |  |  |  |
| Return on investment |  |  |  |
| Stakeholder conflicts |  |  |  |
| Social corporate responsibility |  |  |  |
| Specialisation |  |  |  |
| Demand |  |  |  |
| Supply |  |  |  |
| Price Discrimination |  |  |  |
| Price Mechanism |  |  |  |
| Risk & Liability |  |  |  |
| Externalities |  |  |  |

**Task 2**

Podcasts-

Listen to the following podcasts and do the following:

1. Short summary of the important issues identified in the podcasts.
2. Reasons why you may agree or disagree with the elements raised in the podcasts.
3. Demand and Supply – What are you waiting for? http://freakonomics.com/podcast/what-are-you-waiting-for/Income inequality <http://freakonomics.com/podcast/earth-2-0-income-inequality/>
4. Are the Rich Really Less Generous Than the Poor? <http://freakonomics.com/podcast/rich-less-generous-than-poor/>
5. How Trickle-Down Economics Works? <https://www.stuffyoushouldknow.com/podcasts/how-trickle-down-economics-works.htm>
6. A true story of the gender pay gap

<http://freakonomics.com/podcast/the-true-story-of-the-gender-pay-gap-a-new-freakonomics-radio-podcast/>

1. Should we really behave like economist say we do?

<http://freakonomics.com/podcast/should-we-really-behave-like-economists-say-we-do-a-new-freakonomics-radio-podcast/>

**Wider Reading**

1. How Markets Fail: The Logic of Economic Calamities (John Cassidy)
2. Misbehaving: The Making of Behavioural Economics (Richard H Thaler)
3. Economics: The User’s Guide (Ha Joon-Chang)
4. The Spirit Level: Why Equality is Better for Everyone (Richard Wilkinson & Kate Pickett)
5. Nudge: Improving Decisions About Health, Wealth, and Happiness (Cass R Sunstein & Richard H Thaler)
6. 23 Things They Don't Tell You About Capitalism (Ha Joon-Chang)
7. The Big Short: Inside the Doomsday Machine (Michael Lewis)
8. Adapt: Why Success Always Starts with Failure (Tim Harford)
9. The Great Divide (Joseph Stiglitz)-

**Useful websites**

1. www.tutor2u.net – Tutor2u is an essential Economics resource for all students. It contains an excellent Blog with relevant news stories, exam advice and analysis of topical events. It also has various quizzes, revision notes and Power Points for free.
2. www.bbc.co.uk/news/business & http://www.bbc.co.uk/news/business/economy - Keep up to date with current events in the economic & business world through the BBC website Business & Economy news section. Very easy to read and many helpful articles to gain real examples of the theory learnt in class.
3. A Farewell to Alms: A Brief Economic History of the World (Clark Gregory)
4. (https://www.amazon.co.uk/Farewell-Alms-Economic-Princeton-Paperbackx/dp/B00M0HXV6Q/ref=sr\_1\_sc\_1?s=books&ie=UTF8&qid=1498206509&sr=1-1-spell&keywords=a+fairwell+to+alms
5. Nudge (Cass R Sunstein)

(https://www.amazon.co.uk/Nudge-Improving-Decisions-Health-Happiness/dp/0141040017

**Resources:**

https://tradingeconomics.com/

https://obr.uk/

https://www.ons.gov.uk/

https://www.ft.com/dashboards

https://www.tutor2u.net/economics/blog

https://www.ifs.org.uk/publications/14420

**Useful APPs**

1. The Economist
2. BBC News