



Microeconomics

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

What is produced in an economy? How is it produced? Who gets the product? Microeconomics seeks to answer these fundamental questions about markets. In this programme, we'll introduce you to the microeconomic theory, together with some empirical results and policy implications. You'll analyze mathematical models that describe the real-world behavior of consumers and firms, and you'll see how prices make the world go round.

WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- Familiarize with calculus
- Understand of statistics or econometrics
- Familiarize with introductory microeconomics
- Aggregate Supply and Demand and the Growth Diamond
- Measure Total Output and Income

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

FEE

USD 2,150 / per person

Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

*****All prices are VAT inclusive.**

Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

***Note:** all other expenses are to be borne by participants.

WHAT YOU WILL LEARN

Module 1: The Financial System

- Money, Banking, and Your World
- Money
- Interest Rates
- The Economics of Interest-Rate Fluctuations
- The Economics of Interest-Rate Spreads and Yield Curves

Module 2: Financial Structure

- Rational Expectations
- Efficient Markets
- Financial Structure, Transaction Costs and Asymmetric Information
- Bank Management
- Innovation and Structure in Banking and Finance

Module 3: The Economics of Financial Regulation

- Financial Derivatives
- Financial Crises: Causes and Consequences
- Central Bank Form and Function
- The Money Supply Process and the Money Multipliers
- Monetary Policy Tools
- Monetary Policy Targets and Goals
- Foreign Exchange
- International Monetary Regimes
- Money Demand

Module 4: Monetary Policy Transmission Mechanisms

- Inflation and Money
- Rational Expectations Redux: Monetary Policy Implications
- Demand and Supply
- Applications of Demand and Supply

Module 5: Macroeconomics: The Big Picture

- Measuring Total Output and Income
- Aggregate Demand and Aggregate Supply
- Segmentation and the Target Market
- Differentiation and Positioning
- Marketing Strategy and Product
- Marketing Strategy and Price
- Marketing Strategy and Place
- Marketing Strategy and Promotion

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.

