

COURSE OUTLINE

Global Macro Economics

Who is it for?

- Senior Managers and those involved in setting the strategic direction of their business
- Anyone who wants to gain a greater understanding of the global economy and consider the implications for their organisation

What is it about?

- An overview of the fundamentals of economic theory, the real world and how the two relate, this course will give all attendees a greater understanding of the economic forces at work in the world today.

What will it cover?

- From the barter economy to fiat currencies
- Commercial banks & fractional reserving
- Investment banks & securitisation
- How to hide losses on the balance sheet
- Debt, Equity, Loans, Bonds & Derivatives
- Asset Valuation – yields and PE ratios
- Behavioural finance – bubbles
- Interest rates & risk
- Debt & deflation
- From corporate debt to sovereign debt
- World debt & deficits
- Quantitative Easing & Inflation
- QE – who, how much and why? Lessons from history
- Europe – where now?

What will I learn?

- A greater ability to ‘join the dots’ between what is happening in the economy and the implication for your company, your clients and your markets
- More confidence in understanding the future when preparing the business strategy
- A greater understanding of the economic (and political) forces at work in the world economy