Understanding Global Markets: Macroeconomics for Executives

“This program is in the Executive Certificate in Strategy and Innovation track.”

“Every manager needs to understand that we are living in a global economy, and the game has changed. Understanding Global Markets provides the global perspective you need to continue to play.”

Dr. Mark W. Dundee
National Practice Leader–Global Compliance
Buck Consultants, a Xerox Company

March 27–28, 2012
June 11–12, 2012
October 23–24, 2012
Cambridge Massachusetts, U.S.
US $2,900 (excluding accommodations)

Please visit our website for the most current information.

Program Overview

Understanding Global Markets introduces participants to some of the most important concepts in macroeconomics and international economics today. It is designed to help managers understand and predict the medium- to long-run performance of economies in order to mitigate risk, develop growth plans, and make investment decisions, both locally and abroad.

This program will provide executives with an understanding of and appreciation for the economic environment surrounding their organizations. They will learn to interpret financial indicators, recognize economic trends, and predict likely actions of central banks and governments so that their business decisions may be informed and appropriate.

Learning Experience

The program is designed to take the mystery out of macroeconomics. Through lectures, group exercises, simulations, and scenario planning, participants will be exposed to the key concepts in macroeconomics. They will leave the program with a better understanding of global markets and with the tools and frameworks needed to strategically manage their organizations in times of economic growth as well as crisis.

“I think the discussion that is happening right now is happening in a world that is full of rage. We’re not thinking a lot. We’re acting a lot, but we’re not thinking a lot.”

Roberto Rigobon on PBS’ Online NewsHour
“How Are World Economies Faring?”

Program Outline

Participants will leave the program with a better understanding of the global economic environment, and learn to recognize the effects of the economy on their companies, so that their business decisions may be informed and appropriate. The tools and frameworks presented in this program will enable participants to:

• Understand the nature and behavior of financial crises
• Learn to interpret financial indicators
• Recognize economic trends
• Predict likely actions of central banks and governments
• Make informed off-shoring decisions
• Be successful in international investments

MIT Sloan Executive Education

Since its founding, the MIT Sloan School of Management has been a leader in providing managers with the tools they need to drive innovation. From option pricing theory to systems dynamics, MIT Sloan’s concepts continue to enhance management education and improve its practice around the world.

Within executive education, our vision is to be the school of choice for developing leadership talent in companies strategically driven by innovation, emerging technologies, entrepreneurship, and global reach.

http://executive.mit.edu/mac
Understanding Global Markets: Macroeconomics for Executives

Sample Program Schedule (subject to change)

Day 1
» 7:45–8:30 AM: Registration and Continental Breakfast
» 8:30–12:00 PM: Welcome and Introduction
   The Short Run – The Babysitter
» 12:00–1:00 PM: Luncheon
» 1:00–5:00 PM: External Sustainability
   Day 1 Review and Assignment
» 5:00–6:00 PM: Reception

Day 2
» 7:45–8:30 AM: Continental Breakfast
» 8:30–10:00 AM: Discussion on Off Shoring Exercise
» 10:15–12:00 PM: Flexible Exchange Rates:
   The Central Bank as Babysitter
» 12:00–1:00 PM: Luncheon
» 1:00–4:00 PM: Financial Crisis & Europe

“Fantastic course, great instructor, and well-presented, relevant information. I had high expectations for MIT and this exceeded them.”

Edward Keebler
Business Development Manager
New Zealand Trade and Enterprise

Who Should Attend
Every senior manager needs to understand why economic changes take place and how to interpret them in the context of their own organization. Managers who will benefit from this program the most are:
» C-level executives of smaller or mid-size companies
» General managers
» Business unit managers in multinational companies
» VPs of finance, operations, human resources, marketing, and sales
» Strategic planning managers
» Consultants

Program Faculty
Roberto Rigobon. Society of Sloan Fellows
Professor of Management, studies international economics, monetary economics, and development economics. In international economics, he focuses on the causes of balance-of-payments crises, financial crises, and the propagation of them across countries.

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