



ChE® Chartered Economist®

About The Chartered Economist Certification

Chartered Economist is offered by our Academic Board of Economic Policy and Monetary Analysis.

The Global Academy of Finance & Management (GAFM) is the Official Certifying Body that offers the Economist Designations. Through a series of global agreements in Asia, Africa, US, Europe and the Middle East, the ChE® credential is available to qualified applicants and seasoned veteran academics of economics. The ChE® is offered in conjunction with the Commission of Chartered Certified Economists International and the Association of Certified Chartered Economists (ACCE).

What prerequisites or experience are required to obtain this designation?

Education, Industry Experience, Continuing Education, Accredited College Degree.

What educational requirements does this designation have?

Completion of an economics degree or concentration from one of 560 GAFM board registered and recognized ACBSP, ABA, or AACSB business schools worldwide or an MBA, CPA, CFA, PhD, DBA, Masters Degree, or Law Degree from an accredited university or college along with relevant experience including managers or executives.

Professional Development Program Outline

Module One

Corporate Economics are introduced by covering the key concepts in macroeconomic and microeconomic forces influencing the enterprise.

Economic Principles for Enterprise

- Behaviour of firms and consumers
- Nature of competition
- Market failures
- International business strategy
- International
- Multinational
- Global

Tel: +962 6 5925 180

www.uiti.org, www.uiti.com

Mobile: +962 79 66 39138

Email: iptcc@hotmail.com, info@uiti.co, info@uiti.org

- Transnational
- Market entry modes
- Franchise
- Joint-venture

Group Exercise

Case Study: Critical analysis of the Enron failure – was it Enron’s business model, management or the economy?

Module Two

Applied Research Methods for Business Economics

- Economic modelling, simulation studies
- Economic/business forecasting
- Impact of economics on financial markets
- Understanding impact of economic statements
- Understanding effects of political events on markets

Industrial Economics

- Flow of financial capital, goods and services
- Globalisation
- Technological change
- Trade blocks
- EU, NAFTA and APEC

Group Exercise

Determine three industries that have been significantly affected by the emergence of the Internet and discuss the changes that have taken or are taking place in these industries as a result.

Module Three

The aim of this module is to discuss in detail competition policy, financing businesses, economic regulation and international trade.

Issues in Business Economics

- Competition policy
- Trade financing and business capitalisation

- Working with regulators
- International trade principles

Group Exercise

Case Study: Determine viable options for the growth of a business

Marketing Dynamics

- Developing fast-to-market technology for competitive advantage
- Exploring the economics of customer loyalty and total customer satisfaction
- Formulating an action-oriented marketing plan
- Return On Marketing Investment (ROMI)

Group Exercise

Marketing strategies in the light of various economic forecast models

Module Four

The aim of this session is to demonstrate key skills in Economic Forecasting and show you how to develop the quantitative skills necessary to work as a business economist. It shows you how to model a market and to find relationships within data. It focuses on the tools of econometrics, used to produce forecasts of macroeconomic and microeconomic variables

Economic Forecasting

- Economic indicators
- Relating economic factors to corporate growth projections
- Econometrics
- Translating short and long-term economic factors into corporate strategy
- Strategic goal alignments

Balanced Scorecard and Strategic Objectives

- Lead and lag performance indicators
- Measuring the four dimensions
- Setting strategic objectives

Group Exercise

Formulating a strategy map

Module Five

Day five endeavours to finalise the course structure by reviewing how the business economist communicates the impact of changes in the external economic environment in respect to company performance and strategy.

Managerial Economics

- The role of the business economist in day-to-day management
- Feedback models
- Working with the finance and managerial accounting team
- Market strategy
- Managing people

Leadership, Vision and Implementation

- Leadership skills
- Team leading
- The 'centreless' organisation
- Performance management and incentive schemes

Group Exercise

Role playing communication exercise as a senior manager

Program Duration

The Program is covered in 30 hours delivered on 10 sessions – 3 hours per session.