

**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
SLOAN SCHOOL OF MANAGEMENT

# ECONOMICS FOR BUSINESS

ONLINE SHORT COURSE

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Learn to recognize and react to the economic forces shaping your business.

**Certificate Track: Strategy and Innovation**

# ABOUT THIS PROGRAM

This eight-week online program offers you the opportunity to explore economics from a business perspective, guided by renowned economist Professor Roberto Rigobon.

Enriched by Rigobon's award-winning teaching style, this program draws on compelling narratives and real-world scenarios to present macroeconomic concepts, rather than relying on complex economic theory or mathematics. Throughout the program, you'll be exposed to an engaging mix of case studies, narratives, and problem-solving activities designed to provide you with an understanding of economics that will endure beyond the program.

## WHAT THE PROGRAM COVERS

This online program explores the purpose and impact of macroeconomic policies, and considers a range of factors influencing large-scale, global economics.

Using both current and historical case studies, you'll be introduced to key economic concepts, including the roles of central banks and governments, the creation and mitigation of financial crises, and the macroeconomic policies shaping international trade, among others. You'll also be encouraged to consider the impact of new and emerging technologies such as cryptocurrencies and artificial intelligence, while engaging in problem-solving scenarios and interactive discussions. By examining the effect of these influences on business, you'll develop an intuition for economic trends that can be applied in the real world.

On completion of the program, you'll walk away with a meaningful framework for understanding economics, empowering you to engage confidently with industry-relevant issues and to predict and react to macroeconomic forces in a business environment.



US\$2,800



8 weeks,  
excluding orientation



6–8 hours/week of self-paced  
learning, entirely online\*

*\* The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time.*

“An understanding of macroeconomics is fundamental to acting responsibly in industry, government, and as an individual.”

- ROBERTO RIGOBON

# THIS PROGRAM IS FOR YOU IF:



You're seeking an understanding of the **effects of macroeconomic trends on business**, in order to interpret and manage economic change within the context of your organization.



You're interested in developing an enduring **intuition for economics** to enhance your business decision-making.



You would like to demonstrate your proficiency in economics with an **official certificate of completion** from The MIT Sloan School of Management.\*\*

*\*\*Certificates of completion are issued in your legal name upon successfully completing a program according to the program completion criteria outlined during the course. No certificate will be issued to you if you do not meet the stipulated requirements for the award of a certificate.*

## WHO SHOULD TAKE THIS PROGRAM?

The program is designed for business professionals and leaders looking to understand the influence of macroeconomic trends on business, and who are seeking tools, concepts, and models to guide their decision-making.

If you're an aspiring manager or an executive with strategic decision-making responsibilities, then a clear understanding of your broader business environment is fundamental to your role. However, economics is a field that has cross-industry applications, and knowledge of macroeconomic trends and fluctuations in the economy is useful for sound decision-making and advancement in any role.

“To be useful, economics needs to tell stories: stories that are relevant to the everyday person, stories that reflect some of the dilemmas and mechanisms that actually take place in real life, and stories that ultimately are easy to tell, that are convincing, and therefore persuasive and memorable.”

- **ROBERTO RIGOBON (CITING ECONOMIST SEBASTIAN EDWARDS)**

# WHAT YOU'LL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (program notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach of your learning path:

## ORIENTATION

### WELCOME TO YOUR ONLINE CAMPUS

#### ONE WEEK

You'll be welcomed with a personal call and get introduced to your online teaching and technical support network. Begin connecting with fellow participants while exploring the navigation and tools of your Online Campus.

You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

## MODULE 1

### THE GLOBAL ECONOMY

Assess how monetary policy and fiscal policy can be used to stabilize the economy and understand the impact of policy on inflation and deflation.

## MODULE 2

### CONSUMER CONFIDENCE AND POLICY EFFECTS

Debate the efficacy of monetary policies in specific contexts of recessions, booms, and financial crises.

## MODULE 3

### CURRENCIES, CRISES, AND CRYPTOS

Assess the function of currencies and the role of the banking system in the economy.

## WHAT IS MIT SLOAN?

Learn more about

## THE MIT SLOAN SCHOOL OF MANAGEMENT



## MODULE 4

### MEASURING ECONOMIC HEALTH: THE CURRENT ACCOUNT

Understand the impact of macroeconomic policies, wages, exchange rates, and demand fluctuation on a country's exports, imports and the current account.

## MODULE 5

### MEASURING ECONOMIC HEALTH: THE LABOR MARKET

Evaluate the causes of economic disequilibrium and understand the workings of labor markets.

## MODULE 6

### ECONOMIC SHOCKS

Judge the impact of economic shocks on the labor market, wages, exports, imports, and the economy in general.

## MODULE 7

### SOCIAL AND POLITICAL FACTORS

Debate the efficacy of macroeconomic approaches to maintaining social peace, and their relationship with the political system.

## MODULE 8

### CREATING ECONOMIC SUSTAINABILITY

Reflect upon how the values of individuals, corporations, and governments impact the sustainability of macroeconomic systems.

## WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about  
**THE MIT SLOAN  
ADVANTAGE**



# WHO YOU'LL LEARN FROM

The design of this MIT online course is guided by faculty who will share their experience and in-depth subject knowledge with you throughout the program.

## YOUR FACULTY DIRECTOR



### **ROBERTO RIGOBON**

*Society of Sloan Fellows Professor of Management  
Professor, Applied Economics*

Roberto Rigobon is the *Society of Sloan Fellows Professor of Management* and a *Professor of Applied Economics at the MIT Sloan School of Management*. He is also a research associate of the National Bureau of Economic Research, a member of the Census Bureau's Scientific Advisory Committee, and a visiting professor at IESA.

Roberto is a Venezuelan economist whose areas of research are international economics, monetary economics, and development economics. Roberto focuses on the causes of balance-of-payments crises,

financial crises, and the propagation of them across countries — the phenomenon that has been identified in the literature as contagion. Currently he studies properties of international pricing practices, trying to produce alternative measures of inflation. He is one of the two founding members of the Billion Prices Project, and a co-founder of PriceStats.

Roberto joined the business school in 1997 and has won both the "Teacher of the Year" award and the "Excellence in Teaching" award at MIT three times.

He received his PhD in economics from MIT in 1997, an MBA from IESA (Venezuela) in 1991, and his BS in Electrical Engineer from Universidad Simon Bolivar (Venezuela) in 1984. He is married with three kids.

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## FACULTY MEMBERS



### **CHRISTIAN CATALINI**

*Theodore T. Miller Career Development  
Professor at MIT, Associate Professor of  
Technological Innovation, Entrepreneurship,  
and Strategic Management, Founder of the  
MIT Cryptoeconomics Lab*



### **SIMON JOHNSON**

*Ronald A. Kurtz (1954)  
Professor of Entrepreneurship  
Professor, Global Economics and  
Management*



### **ATHANASIOS ORPHANIDES**

*Professor of the Practice of Global  
Economics and Management*

# YOUR SUCCESS TEAM

Receive a personalized approach to online education that ensures you're supported by GetSmarter throughout your learning journey.



## HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by the University, will guide you through learning-related challenges.



## SUCCESS MANAGER

Your one-on-one support at GetSmarter, available during University hours (9am - 5pm EST) to resolve technical and administrative challenges.



## GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.

“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

**- PAUL MCDONAGH-SMITH**

*Digital Capability Leader, MIT Sloan Executive Education*

## A POWERFUL COLLABORATION

MIT Sloan Executive Education is collaborating with online education provider, GetSmarter, to create a new class of learning experience — one that is higher-touch, intimate, and personalized for the working professional.

## WHAT IS MIT SLOAN?

The MIT Sloan School of Management is one of the world's leading business schools, emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The School's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings and, through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

## WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth.

By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to broaden access to its on-campus offerings in a collaborative and engaging format that stays true to the quality of MIT Sloan and MIT as a whole.

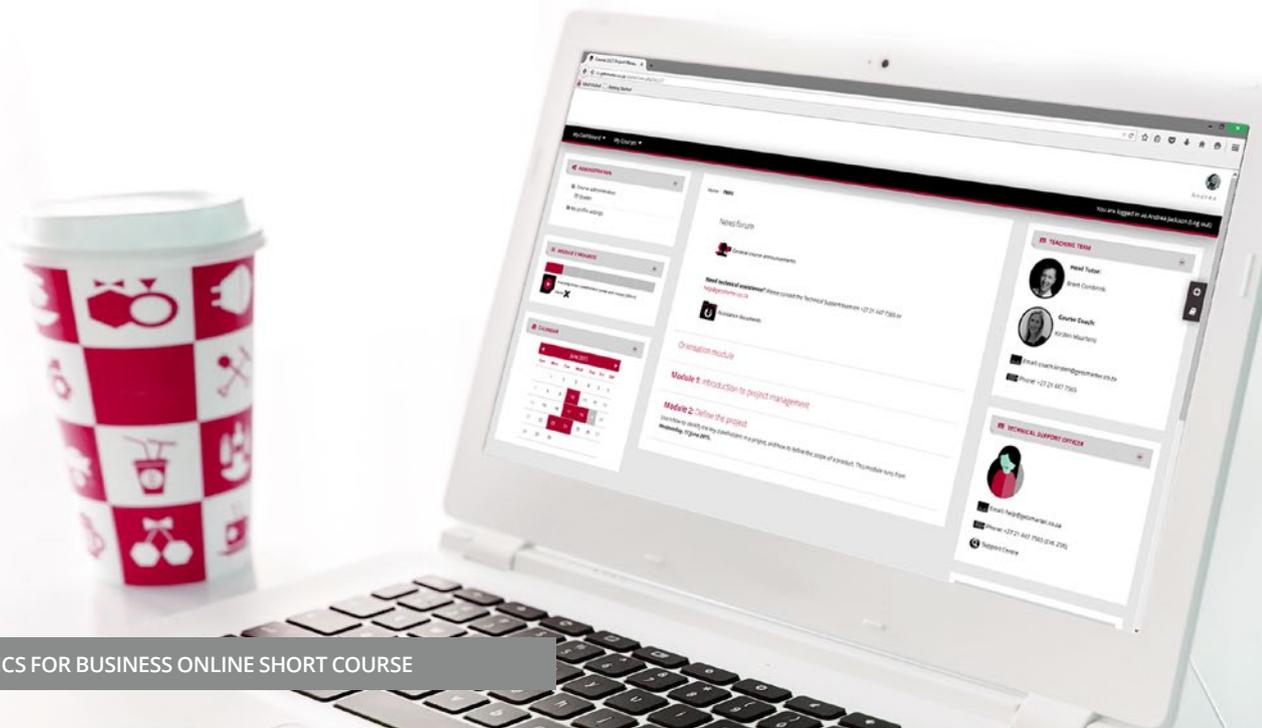
## WHAT IS GETSMARTER?

GetSmarter, a brand of 2U, Inc., collaborates with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigor in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.

## MIT SLOAN CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools – the MIT Sloan School of Management. Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the program, as per the stipulated requirements. This program also counts towards an MIT Sloan Executive Certificate.



# HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a final submission which encourages participants to reflect on how to achieve economic sustainability in real-world contexts

*Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.*

## TECHNICAL REQUIREMENTS

### BASIC REQUIREMENTS

In order to complete a course, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations,

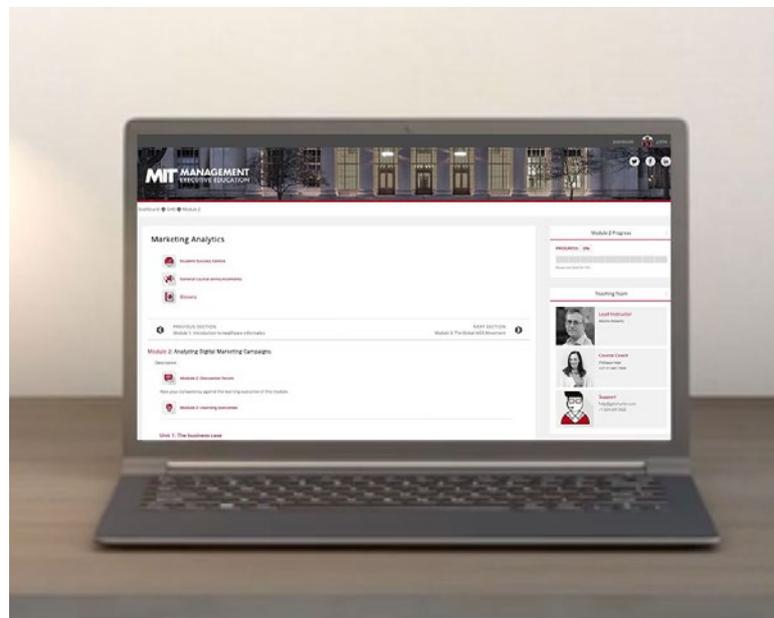
and read and create documents in Microsoft Word or Excel. Installing [Adobe Flash Player](#) will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

### BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to program material. This browser can be downloaded [here](#).

### ADDITIONAL REQUIREMENTS

Certain programs may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our program delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing program content. Please check with a Course Consultant before registering for this program if you have any concerns about this affecting your experience with the Online Campus.





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**REGISTER NOW**

## CONTACT US

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