

ACCA Macroeconomics for Global Enterprises, delivered in partnership with Columbia Business School

About this certificate

No business operates in a vacuum. Exchange rate volatility, fiscal and monetary policy, geopolitical uncertainty, trade conflicts...these represent just a sliver of the broad web of macroeconomic forces that can shape the future of your organisation.

In this programme, you will learn to:

- assess the impact of recessions and the ensuing monetary and fiscal responses on your business
- forecast exchange rates, bond prices, and equity prices in response to macroeconomic shocks
- identify economic growth opportunities and risks across the world
- evaluate the impact of trade and financial globalisation - and the risk of deglobalisation - on your business
- determine potential short- and long-term pandemic scenarios and their impact on your business
- apply the Macro Scenario Playbook to gauge the impact of changes in the global economy on your business.

Start date: 18 March 2024 (Orientation week, followed by Module 1 starting on 25 March 2024)

End date: 17 May 2024*

Estimated time commitment: 54 hours over nine weeks

*Participants will have access to the programme materials for three months after the programme ends.

Course leader

Melissa Graham

Melissa Graham is an accomplished and versatile business leader boasting over two decades of extensive experience in executive leadership roles. Her illustrious career has been predominantly centred on executive finance and management, encompassing a wide spectrum of international industries, ranging from not-for-profit organisations to large-scale C-corporations, tribal and local governments, venture capital firms, private equity enterprises, manufacturing sectors, and higher education institutions, among others.

Melissa has demonstrated her adeptness in facilitating and steering pivotal projects and integration efforts while serving in the capacities of CEO, CFO, and COO across diverse business sectors. Furthermore, she has assumed significant roles on various corporate advisory and foundation boards. [You can learn more about Melissa on LinkedIn.](#)

Syllabus content

Orientation Module

Live session: 19 March | 11:45 GMT | covers Orientation

Module 1: Business Cycles and Monetary Policy

Explore how boom/bust cycles and government monetary response affect your business.

Module 2: Fiscal Stimulus and Fiscal Austerity

Live session: 26 March | 11:45 GMT | covers Modules 1 & 2

Examine the influence of fiscal policy on your business.

Module 3: Exchange Rates

Discover how exchange rates move, why they matter for your business, and the impact of various exchange rate regimes on the economy.

Module 4: Macroeconomic News and Financial Markets

Live session: 9 April | 12:45 BST | covers Modules 3 & 4

Learn to predict the likely impact of macroeconomic news on different asset prices.

Module 5: Economic Growth in Advanced Economies

Learn to identify sources of long-run economic growth and connect those factors to innovation, growth and productivity at your business.

Module 6: Forecasting the Next Emerging Market Miracle

Live session: 23 April | 12:45 BST | covers Modules 5 & 6

Delve into the factors that can influence long-term growth in an emerging market.

Module 7: Global Trade and Global Capital Flows

Investigate the factors that go into international expansion and sourcing decisions.

Module 8: Business Strategies in Recessions

Live session: 7 May | 12:45 BST | covers Modules 7 & 8

Discuss the strategic processes that promote success during economic crises.

Module 9: Business Strategies in Pandemics

Live session: 14 May | 12:45 BST | covers Module 9

Using a pandemic model, analyse the short- and long-term consequences of various crisis scenarios for your business.

Weekly assignments and the Macro Scenario Playbook

At the end of each module, you will be presented with a macroeconomic scenario which you will need to analyse using The Macro Scenario Playbook. Each scenario will be based on the concepts covered in that module.

To conclude the programme you must successfully complete and submit responses to all nine scenarios in The Macro Scenario Playbook.

Prof. Yared will provide a debrief for every scenario in The Macro Scenario Playbook; this will become available to you after you submit your macro scenario analysis. The Course Leader will also be available during live sessions to discuss The Macro Scenario Playbook activities.

Certificate of completion and digital badge

A certificate is provided upon completion of the programme; this is a CPD completion/participation certificate. It is co-branded by ACCA and Columbia Business School.

A digital badge is also awarded to those who successfully complete the programme. This badge can be used on social media e.g. on LinkedIn, as a symbol of your achievement.

FAQS

How much time should I commit to this programme?

The programme is approximately 54 hours of learning over nine weeks. You should aim to complete a course module every week which will take approx. 4-6 hours to learn the core course materials. There are nine modules in total and each module includes a set of lecture videos, readings, self-reflection exercises, and worksheets which should take 2-3 hours to complete. The course leader will discuss the learning from each module across the live sessions.

How do I access programme materials?

All programme materials are available within the course site. The Orientation and Module 1 material will be available on 18 March 2024 while Modules 2-9 will be released on 25 March 2024. The modules are organised in sequential number order with content relevant to each module available in that module folder.

The course content is organised by module with a sequential series of short lecture videos (on average 5-8 minutes per video). To begin viewing lecture videos within the course, click the “Continue” button. If you would like to view the full list of course materials, you can click on the “<” button on the top left corner.

The live sessions will be held on Zoom, and you need to register for each session (please see below question for further information on the live sessions). The links to register are in the relevant module folders within the course site.

How long do I have access to programme materials for?

The programme runs from 18 March 2024 to 17 May 2024. Following the end of the programme you will have access to the course materials for an additional three months, until 16 August 2024, to complete the programme.

How long will I be able to access course leader support?

Course leader support will end on 24 May 2024. After this time, you will still have access to the programme materials via the ACCA Learning platform until 16 August 2024.

Can I copy/download programme materials?

Copyright of the materials posted on this site is owned by or licensed to Columbia Business School with all rights reserved. Participants agree to abide by all copyright notices and restrictions contained on the course site. Participants may not copy, distribute, input into a database, display, perform, create derivative works of, transmit, or otherwise use any materials from the course site (including computer programs or other code) (“site materials”).

Do I need any previous experience to complete this programme?

No previous experience is required to complete this programme.

Do I need to complete all the assignments within each module?

Activities for each module are separated into two sets: Key Activities and Self-Study Activities. Key Activities are marked with an asterisk (*) within the course and must be completed in order to receive the digital certificate.

While the Self-Study Activities are not required, we encourage you to complete as many as possible as they help to reinforce the concepts covered in each module and provide a chance to take a deeper dive into the material.

You will also need to submit your Macro Economic Playbook scenarios to complete the programme.

How do I attend a live session?

The live sessions will be held on Zoom. Participants should pre-register for each session they plan to attend using the links within the module folders on the course site.

- **Submit your questions to the course leaders** before each session. The questions you have can be used to drive the session, making the sessions completely relevant to you.

Do I have to attend all live sessions?

No, you do not need to attend all the live sessions, but we recommend that you attend as many as possible. This is a great source of learning, directly from the course leaders. It also allows you to interact with your peers.

If you are unable to attend a live session, the recording will be made available in the course site soon after the session has taken place.

How do I access the discussion boards?

There is a unique discussion board that corresponds to each of the nine modules. You can find the links to the discussion board within the ACCA Learning platform in the 'Collaboration' section of the course. The discussion board should open in a new window where you can make comments and interact with other participants.

How do I complete the programme and gain the certificate/digital badge?

To complete the programme, you need to:

- watch all videos
- complete the Chair the Fed Decision-Making Simulation
- complete Try-It Activity 1.3: Chair the Fed: How Did You Do?
- submit analyses for all nine scenarios in the Macro Scenario Playbook.

Once we have verified that all of the required elements of the programme have been completed, the certificate will be available to download and the digital badge will be ready for you to use. Both can be retrieved from the ACCA Learning site.

** The details contained in this document are subject to change due to the nature of the live elements of this programme.*