ULB Solvay Brussels School Economics & Management

EMBA-2527-101 Global Economics & Market Dynamics

Name of lecturer(s) & Email	Phase, Status, Timing	ECTS*, CH & SDL**
Micael CASTANHEIRA micael.castanheira@solvay.edu Hierro Castro	Accelerate Phase Compulsory 20/09/2025 to 12/10/2025	3 24 66

Description of the course

This course introduces participants to key economic concepts enabling them to understand and analyse the global economy and market dynamics. It combines lectures and hands-on sessions using data and AI tools to develop applied economic analysis skills.

Course units

1. Economic data analysis
2. Growth and macro indicators
3. Market structures and pricing
4. Trade and globalization
5. Monetary and fiscal policy
6. Financial systems
7. Externalities and ESG considerations

Course Learning Outcomes (CLOs)

By the end of the course, students will be able to…

- Develop a critical understanding of recent evolutions in the global economy.
- Analyse the drivers and sources of economic growth, in the short- and long-term.
- Assess firm pricing strategies and the role of research and development.
- Articulate the connections between GDP, trade balance, government budgets, and use data for personal assessment.
- Evaluate the impact of interest rates and government policy: critically evaluate how monetary and fiscal policies may affect economic activity.
- Leverage Artificial Intelligence to perform elementary economic analyses.
- Communicate complex economic insights.

<u>Notice:</u> The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)
**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc
***PLO - Programme Learning Objectives are available on the curriculum page

EMBA-2527-101 Global Economics & Market Dynamics

Contribution to Programme Learning Objectives (PLOs)***

PLO 1.1. Design and communicate a compelling strategic vision that motivates and aligns cross-functional teams to achieve organisational goals.	Introduction
PLO 1.2. Demonstrate collaborative leadership skills, effectively resolving conflicts, negotiating, and engaging diverse teams to reach optimal outcomes.	Reinforcement
PLO 1.3. Communicate the strategy to make it understandable to anybody in the organisation and to the stakeholders.	Not Covered
PLO 2.1. Apply critical thinking and data-driven decision-making to detect, assess megatrends and technological disruptions (diagnose).	Reinforcement
PLO 2.2. Develop a set of clear and motivated decisions about the key element of the corporate strategy in response to market shifts: purpose, vision, missions, business model, portfolio, scopes, values & culture, digitalisation, innovation, organic and non-organic growth strategy.	Introduction
PLO 2.3. Plan the implementation of the corporate strategy and digital transformation enabling teams to adapt smoothly to evolving business environments and technological advancements.	Not Covered
PLO 3.1. Assess the long-term implications of business decisions on ESG factors and create strategies that balance profitability with social and environmental responsibility.	Introduction
PLO 3.2. Lead cross-cultural teams effectively and incorporate global perspectives into business strategies, demonstrating empathy and adaptability to diverse stakeholder needs to foster an authentic corporate citizenship.	Introduction
PLO 3.3. Use the entrepreneurial toolbox and mindset to shape innovative scalable solutions responding to new societal challenges.	Not Covered

Contribution to the Environmental, social and governance (ESG)

Course Contribution to ESG: Yes
Contact Hours are dedicated to ESG: 2
Contact Hours containing climate solutions for how organisations can reach net zero: 0
Description of contribution: NA

🌳 This course contributes to the Sustainable Development Initiative at the Solvay Brussels School of Economics & Management

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)
**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc
***PLO - Programme Learning Objectives are available on the curriculum page

EMBA-2527-101 Global Economics & Market Dynamics

Assessment methodology / Learners Use of Time and Load

Evaluation scale
0-20

Pre-Assessed Task: Online test on readings
- Value of pre-assessed task: 15 %
- Type of assessment: Individual
- Deadline: due 13/09/2025
- Guidelines: online test on Canvas
- Feedback Provision: online test

Key-Assessed Task: Report
- Value of pre-assessed task: 75 %
- Type of assessment: Group Assignment
- Deadline: due 12/10/2025
- Guidelines: Prior and during lectures: one oral presentation during classes + written report after classes
- Feedback Provision: oral & written

Learning Materials

Readings

Books / Articles
- Greenlaw, Taylor, and Shapiro (2017). Principles of Economics 2nd edition
- Madeleine Speed and Hannah Kuchler (October 16, 2023) "Predictions that weight-loss drugs will dampen appetite hard to swallow for snacks makers", *Financial Times*
- *The Economist*, (August 15, 2024) "Can Big Food Adapt to Healthier Diets?"
- Harriet Agnew, Madeleine Speed (August 22, 2024) "Nestlé chief executive Mark Schneider to step down", *Financial Times*
- How Does Car Size Matter? *The Economist*, (August 31, 2024) "Too much of a Good Thing"
- *The Economist*, (July 31, 2023) "What if Germany stopped making cars?
- Nilsson (Sept 9, 2024) "Volkswagen's $5bn Rivian tie-up prompts dismay at software division", *Financial Times*
- "What is the richest country in the world in 2025?", The Economist

Case study:
- Application case: The Car Industry
  - Gilson and Abbot (2018) "Tesla: Financing Growth", Harvard case 9-218-033
  - (Optional) Yoon (2017) "Tesla shows how Traditional Business Metrics are Outdated", *Harvard Business Review*
  - Downes and Nunes (2017). "Is Tesla Really a Disruptor? (And Why the Answer Matters), *Harvard Business Review*

Other Learning Materials
NA

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)
**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc
***PLO - Programme Learning Objectives are available on the curriculum page