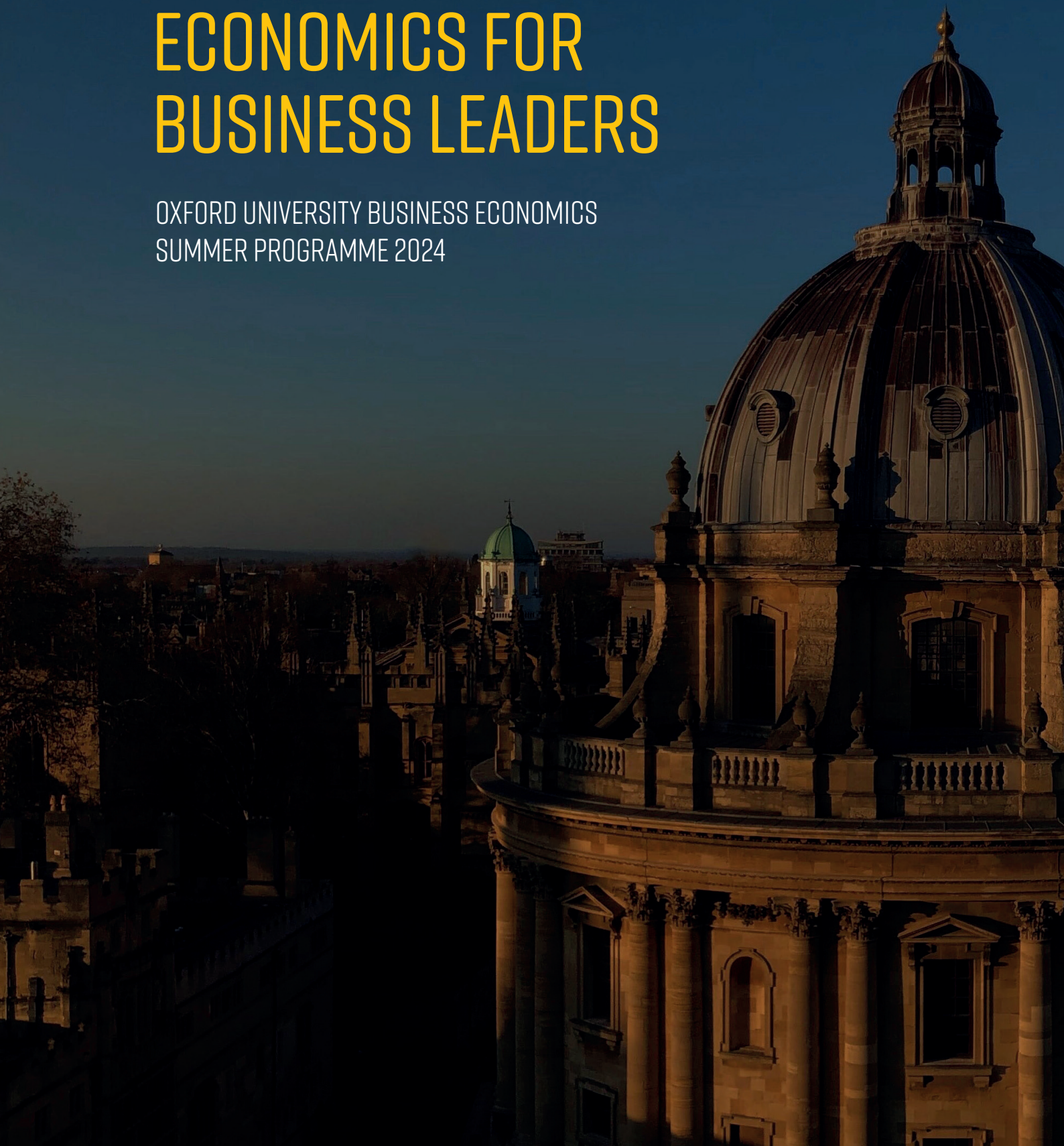


---

# ECONOMICS FOR BUSINESS LEADERS

OXFORD UNIVERSITY BUSINESS ECONOMICS  
SUMMER PROGRAMME 2024



---

# ABOUT OUBEP

OUBEP was founded in 1952 by academics, heads of industry and senior government policymakers; at a time when modern economics was emerging as a new, rigorous and significant social science, and during a period of immense political, economic and societal change following the Second World War.

Starting as a four-week summer school for young business executives, it has since evolved and adapted to meet the requirements of the modern world. Over seventy years later, the Programme continues to empower aspiring business leaders with the most important and relevant insights in contemporary economics.

OUBEP now embraces a core programme in the summer; topical lectures and panel discussions, yearly seminar series, and, as of 2021, a portfolio of tailored programmes covering topics that specifically align with the business objectives that our delegates and their organisations are prioritising. All maintain OUBEP's founding purpose: bringing together the brightest minds to better understand and discuss the impact of the global economy, and ultimately to benefit business and society.

---

# ABOUT THE PROGRAMME

The Oxford University Business Economics Programme is an immersive executive education programme designed for business leaders.

From climate change to the energy crisis, supply chain disruption to artificial intelligence, shifting labour markets to disruptive innovation: leaders in today's organisations face a host of complex challenges. Addressing them is going to take more than the tools you learn on traditional management courses.

OUBEP's Economics for Business Leaders summer programme will give you more – helping you navigate the economic forces that intersect with and underlie these global challenges. With lectures and tutorials from leading academic economists, contributions from expert practitioners, and intense discussions between delegates from all sectors, you'll learn how to use the powerful analytical tools of modern economics to develop resilience and growth.

“A BRILLIANT ANALYSIS, VERY THOUGHT PROVOKING, AND JUST WHAT YOU WOULD EXPECT FROM OUBEP. CHANGES YOUR VIEW OF HOW THE WORLD WORKS TOO, CRITICALLY AND ECONOMICALLY.”



---

# THE PROGRAMME EXPERIENCE

## THE OUBEP SUMMER PROGRAMME

### ONLINE CONTENT AVAILABLE FROM FEBRUARY, RESIDENTIAL WEEK 14-20 JULY

For early registrations, online content will be available from February, but the programme officially starts with an online launch on 13 May. The programme combines 20 lectures available to watch online, weekly one-to-one drop-in sessions with a tutor and regular online group sessions. The course will round off with an intensive residential week from 14-20 July at St Catherine's College in the heart of Oxford.

The residential week offers a fully immersive experience. You will work directly with our experienced tutors and with other delegates in tutorials, collaborative challenges and discussion sessions to explore potential solutions to those challenges. We ensure that there is ample time for everyone to gather and continue discussions every evening during dinner or at our evening speaker events.

**Full programme fee:**

£15,900.00

(Includes all lectures, meals, accommodation at St Catherine's College, group activities and formal dinner at an Oxford college).



# WHO IS THE PROGRAMME FOR?

If you are curious, want to know ‘how the world works’, and are searching for solutions to the major challenges that you can see are facing your organisation, then this programme is for you.

You’ve probably had significant management experience and may already be in a leadership role or ready to transition to senior leadership. You may be a business or function head, country head, regional director or senior government official. You may have an MBA or other higher degree, but you’re keen to flex your intellectual muscles again and explore new ideas.

“RIGOROUS AND CHALLENGING ECONOMIC ANALYSIS. ALWAYS WELL PRESENTED BY WORLD CLASS EXPERTS.”

---

# PROGRAMME OUTCOMES

Programme delegates will leave the course with:

- A rigorous and relevant education in modern economic theory
- An empirically-grounded insight into how economics can be used to interpret the challenges we face today
- A keen awareness of how seemingly unrelated external factors can impact the economy, businesses and communities
- Long-term connections with a diverse network of like-minded individuals to exchange ideas and knowledge across sectors and roles long after Programme completion

“THE COURSE WAS EXCELLENT. IT’S AN INVALUABLE OPPORTUNITY TO LEARN FROM WORLD LEADING ECONOMISTS AND INTERACT WITH INTERESTING PEOPLE FROM ACROSS THE CORPORATE SPECTRUM. WOULD HIGHLY RECOMMEND TO ANYONE.”





# COURSE TOPICS AND LECTURES

## MICROECONOMIC TOPICS

### Markets and their failures

- The building blocks of markets
- (Missing) markets

### Market power and strategic reasoning

- Exploiting market power
- Pricing, product differentiation and market positioning
- Basics of game theory
- Future play and market entry

### Information economics

- Adverse selection and screening
- Moral hazard
- Signaling

### Auctions and behavioural economics

- Auction design
- The basics of behavioural economics

## MACROECONOMIC TOPICS

### Measuring and financing the economy

- GDP and beyond
- Role of the financial sector

### Stabilisation policies

- Central banks, inflation targeting and quantitative easing
- Fiscal policy and debt sustainability

### Globalisation and supply chain disruptions

- The basics of international trade
- Winners and losers of trade liberalisation
- Globalisation, trade and supply chains

### Inequality, entrepreneurship and growth

- Growth within and across countries
- Entrepreneurs, startups and innovation



# COURSE TIMELINE

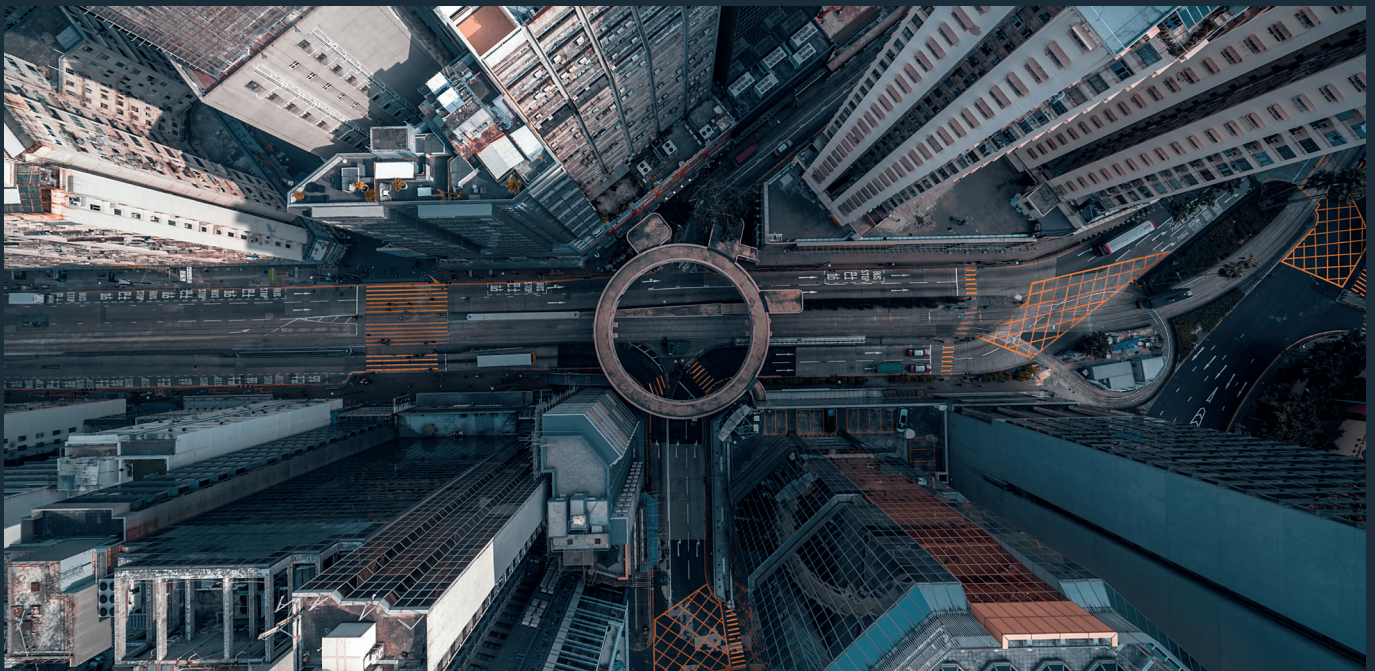
## <<< COURSE TIMELINE >>>

### FULL SUMMER PROGRAMME



LECTURES AVAILABLE FOR 3 MONTHS

Q&A SESSIONS WILL TYPICALLY BE ON FRIDAY.  
WE WILL TRY TO ACCOMMODATE TIME ZONES AS MUCH  
AS POSSIBLE.





---

# THE LEARNING EXPERIENCE

‘Economics for business leaders’ provides you with an invaluable learning experience which features:



## ONLINE LECTURES ON DEMAND

- You will have access to 20 hours of lectures from world-class experts
- Online launch event with a guest speaker



## INTERACTIVE LEARNING EXPERIENCE

- Regular online group sessions with a tutor
- Weekly tutor drop-in sessions
- Pre and post-lecture quizzes to test your progress
- Access to selected further reading material



## TUTORIAL WEEK

- Meet our tutors and like-minded delegates
- Collaborative projects
- Opportunity to present your work and gain valuable feedback



## NETWORKING

- Access to the summer programme alumni network
- Evening guest speakers
- Formal dinner at an Oxford college



## ALEX TEYTELBOYM

Alex is an Associate Professor of Economics at the Department of Economics at the University of Oxford, Tutorial Fellow at St Catherine's College, and Senior Research Fellow at the Institute for New Economic Thinking (INET) at the Oxford Martin School.

His main research interests lie within market design (e.g. matching markets and auctions) and network economics. He is interested in the applications of economic theory to many policy areas, including environment, energy and refugee resettlement.

# MEET THE PROGRAMME TUTORS

Our programme, led by Professor Alex Teytelboym, is taught by experienced Oxford academics with real-world economic policy experience - and all at the forefront of economic research. Combined, our team has attracted over 3 million pounds in external research funding.

"I FOUND THE LECTURES VERY INFORMATIVE, IT CHALLENGED MY THINKING IN TERMS OF MY DAY-TO-DAY ROLE, AND GAVE ME REINFORCEMENT OF MY IDEAS AND WORK TO MAKE DATA-BASED DECISIONS."

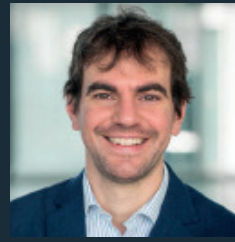


## ABI ADAMS-PRASSL

Abi is a Professor at the Department of Economics at the University of Oxford. She has published in leading journals in Economics, Law, and Computer Science, and is on the editorial board of *The Review of Economic Studies*, one of the leading economics journals globally.

She has raised over £2.5million in research funds for a range of projects on the impact of technology of work and the justice system, and on understanding gender inequality in the labour market and beyond. She was awarded the Economic & Social Research Council's Outstanding Impact on Public Policy Prize and was selected as an initial leader of the Oxford Policy Engagement Network.

Alongside her University work, Abi is currently a Specialist Advisor to the UK Parliament Women & Equalities Select Committee and advises a range of stakeholders on empirical analysis relating to strategic litigation in the realm of public law and human rights.



## SERGIO DE FERRA

Sergio is an Associate Professor at the Department of Economics at the University of Oxford and Tutorial Fellow at Brasenose College. He completed a PhD in Economics at the London School of Economics in 2016. He joined Oxford in 2020 after working as Assistant Professor at Stockholm University. He teaches Macroeconomics and International Macroeconomics. His research is on capital flows, sovereign debt and default, fiscal policy and the euro area.

"HIGH QUALITY ACADEMIC AND BUSINESS PERSPECTIVE FROM NEW ANGLES. GREAT INSIGHT."

### Technical Requirements

You will be required to have access to  
Microsoft Teams for the best course experience