



## Macroeconomics

Macroeconomics examines the ways in which individuals, households, firms, governments, and foreign countries act together and make decisions which affect the entire economy.

Macroeconomics is particularly relevant for business owners and other senior leaders who form and implement corporate strategy.

In this module, you will learn how macroeconomics impacts the sales of goods and services, pricing, demand, and employment.

## Outcomes

1. Discuss the theory of supply and demand.
2. Understand the importance of scarcity, choice, and opportunity cost in economics.
3. Describe the theory of supply and demand in real-life scenarios.
4. Apply CPI to prices and unemployment.
5. Describe the concepts of prices and unemployment trends as they relate to macroeconomics.
6. Explain the use of GDP and Real GDP to determine the economic health of a country.
7. Recognize the use of economic growth and business cycles as macroeconomic measurements.
8. Review the influences of aggregate demand and aggregate supply.
9. Describe the uses of aggregate demand, short run aggregate supply, and long run aggregate supply as economic indicators.

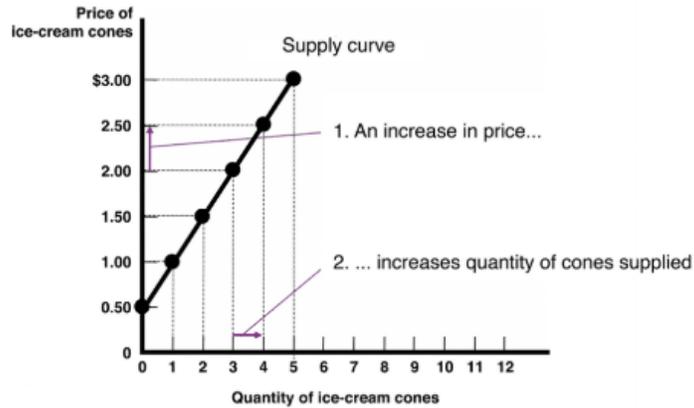
## Recommended Learners

### Higher Education

- Undergraduate Students
- Graduate Students

### Business, Industry, Nonprofits, & Agencies

- Supervisors
- Managers
- Entrepreneurs
- Business Owners
- Business Development Team Members



**Market Supply** is the combined supply of everyone willing and able to sell a good in a market. Market supply is graphically represented by a positively-sloped market supply curve, which can be derived by combining, or adding, the individual supplies of every seller in the market. The following chart shows the market supply of cones for Ben and Jerry.

*An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.*

### Applications and Best Practices

#### Higher Education

- ✓ Review module in a business and business-related capstone course.
- ✓ Use as a module within an academic leveling program.

#### Business, Industry, Nonprofits, & Agencies

- ✓ Training supervisors and managers on macroeconomics.
- ✓ Helping business development personnel understand the nature of macroeconomics.

### Pricing

#### Module is Approximately 3-5 Learner Hours

1-100 Learners per Year  
\$49 per Learner

101-500 Learners per Year  
\$44 per Learner

500+ Learners per Year  
\$39 per Learner