

## COURSE DETAIL

### ECONOMICS, FINANCE AND MARKETING FOR ENGINEERS

**Country**

Hong Kong

**Host Institution**

University of Hong Kong

**Program(s)**

University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics

**UCEAP Course Number**

105

**UCEAP Course Suffix****UCEAP Official Title**

ECONOMICS, FINANCE AND MARKETING FOR ENGINEERS

**UCEAP Transcript Title**

ECON FOR ENGINEERS

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course develops basic understanding of economics, finance and marketing for the engineering discipline. The course topics include macroeconomics, microeconomics, value chain, financial management, cost and profit, shares and bonds, accounting concepts and financial statements, cash flow, rate of return; risk management, investment portfolio, technical analysis; marketing management, marketing mix, marketing media, marketing plan, and business ethics.

**Language(s) of Instruction**

English

**Host Institution Course Number**

ELEC3845

**Host Institution Course Title**

ECONOMICS, FINANCE AND MARKETING FOR ENGINEERS

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Electrical & Electronic Engineering

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