

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 Course Details**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Electrical & Electronic Engineering

Course Last Reviewed

2024-2025

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