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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