



BUSINESS  
ECONOMICS  
PROGRAMME

# OXFORD UNIVERSITY BUSINESS ECONOMICS PROGRAMME

**‘Nobody can ignore the wider economic environment. To be more effective in your decision-making, you need economic knowledge, as well as a collection of tools and creative thought-processes to help you react and adapt to the economy. These are the skills that OUBEP teaches.’**

**Rui Esteves**

Associate Professor in Economics at the University of Oxford and OUBEP Senior Tutor

**Course dates 2018**

Saturday July 14 – Friday July 27

**To apply**

contact us at [oubep@economics.ox.ac.uk](mailto:oubep@economics.ox.ac.uk)

## PROGRAMME OVERVIEW

The Oxford University Business Economics Programme (OUBEP) is an intensive two-week executive immersion programme based in Oxford. It equips future leaders with the economic thinking needed to understand the external contexts and choices facing business in the modern world.

By combining high-calibre academic tuition, industry-leading keynote speakers, and a diverse group of delegates, OUBEP creates a dynamic space to explore economic theory and applications which can be used to create strategic impact.

**Industry relevance**

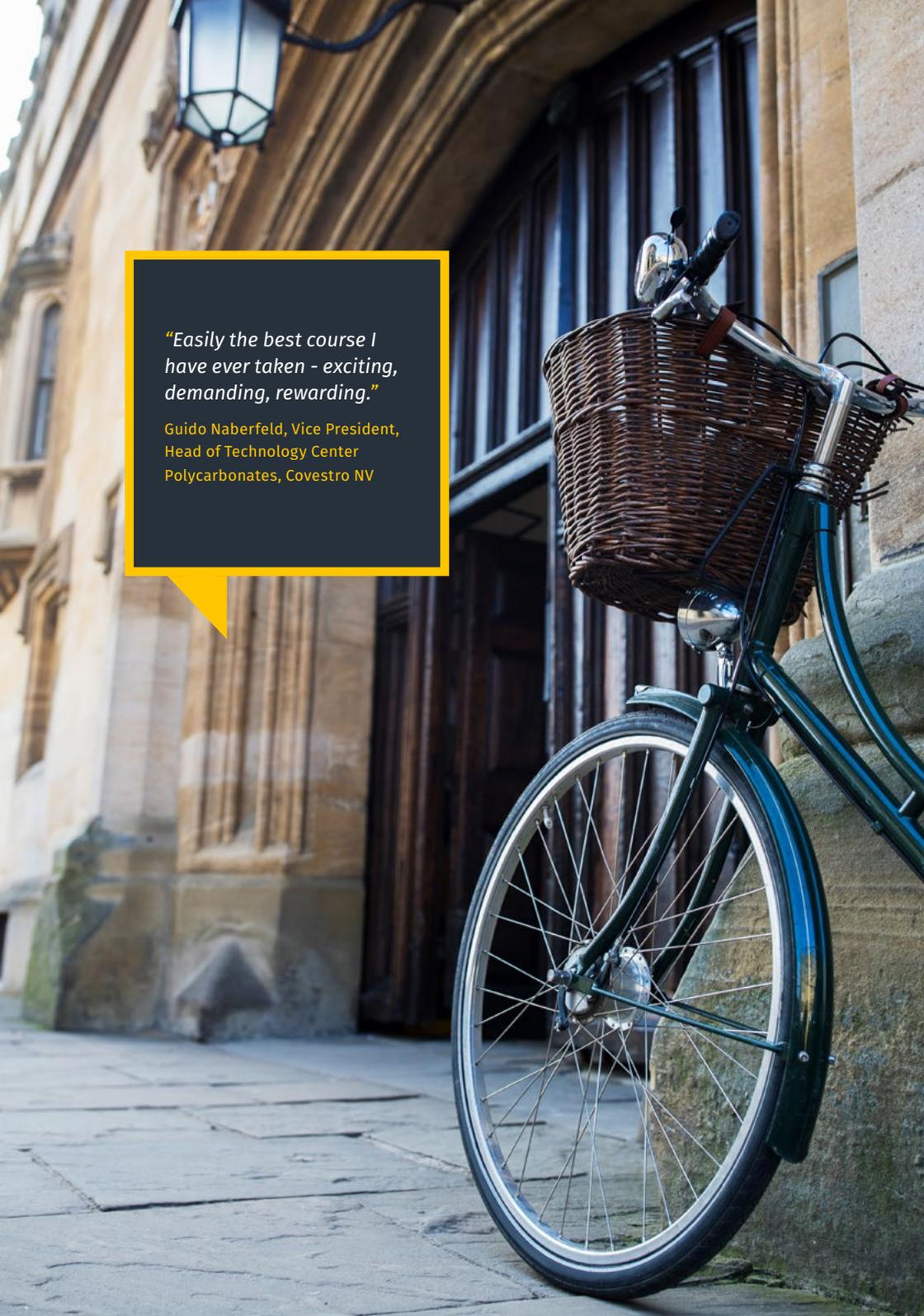
The OUBEP Steering Committee comprises senior executives representing major global companies, as well as world-leading academic economists. This high-level, practice-oriented governing body ensures that the course programme always addresses rigorous academic content informed by current industry priorities.

**Theory and practice**

The core syllabus is focused on economic theory and led by academic economists. The real-world applications of this theory are illustrated by senior practitioners in evening sessions, and discussed in detail in tutorial groups.

**Learning at Oxford**

The programme follows the ‘Oxford’ format for tuition, including lectures followed by small tutorial-group analysis and discussion. Each tutorial group is facilitated by a faculty member from Oxford’s Department of Economics.



*"Easily the best course I have ever taken - exciting, demanding, rewarding."*

Guido Naberfeld, Vice President,  
Head of Technology Center  
Polycarbonates, Covestro NV

## ABOUT THE FACULTY

- **Course tutors:** Faculty members from the Department of Economics at the University of Oxford support individual learning throughout the programme and facilitate discussion and analysis.
- **Lecturers:** First-class economists selected from a variety of academic and industry-based organisations expand on theoretical ideas and provoke new thinking.
- **Guest speakers:** Distinguished industry-leading keynote speakers join the programme in the evenings to provide topical examples of economic theory in practice. Previous speakers have included representatives from the European Central Bank, the European Commission, The Economist, major infrastructure projects, pharmaceutical companies and a variety of NGO's.

## ABOUT THE DELEGATES

Delegates are carefully selected to create a diverse and international forum bringing perspectives and experience from every sector and continent.

They are typically high-potential business executives and senior decision-makers in policy-making and NGO roles, who have a minimum of five years' leadership experience.



*"It's an immersive programme which brings you not only a wealth of exposure to top academics, but also industry leaders."*

Ruth Crowell, Chief Executive,  
London Bullion Market  
Association

## OXFORD EXPERIENCE

## GLOBAL IMPACT

### **Increase your impact**

Make better decisions based on an understanding of the workings of the global economy and its interplay with finance, politics, and commerce

### **Think differently**

Develop innovative problem-solving techniques to promote growth and overcome obstacles

### **Broaden your perspective**

Learn from the experience and knowledge of fellow delegates, drawn from diverse international backgrounds and from a wide range of sectors

### **Expand your network**

Build strong connections with senior decision-makers, leaders and experts from around the world

### **Strengthen the future of your organisation**

Enhance your own leadership capability and that of your organisation



*"The programme has provided me with a far greater depth of understanding of the business in which I operate..."*

Duncan Goldsworthy,  
Respiratory Product Stream  
Director, GlaxoSmithKline

## THE HISTORY

Established in 1952, OUBEP is Oxford's oldest executive education programme.

It was founded by a group of business leaders during the period following the Second World War – a time of immense political, economic and societal change – *"...to bring the 'leaders of tomorrow' from the public and private sectors together, to better understand modern economic thinking, and therefore the bigger picture in which they would one day operate."* It was also envisioned that this cohort would help each other to understand the goals, challenges and priorities of different sectors, which would ultimately benefit the general economy and society.

The original OUBEP constitution declared that it would convene delegates *"selected by their firms for their ability and promise, at a time when they have had some years of actual experience of industry"* allowing them to be *"relieved from their regular routine, to have time to think about what they are doing and why they are doing it, comparing notes with others in comparable positions in other companies and other industries."* The initial course curriculum, facilitated by Oxford academics, was designed to help delegates to become *"more receptive to new ideas, more flexible in their outlook on current and future problems, and more resourceful in finding solutions for them."*

Over the last 65+ years, OUBEP has evolved and adapted to meet the requirements of the modern world. However, to this day it maintains its foundational intent to bring together a gathering of bright minds to better understand and discuss the impact of the global economy, and to ultimately to benefit business and society.

# WHAT DELEGATES SAY

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*“A unique opportunity to reflect on the economic drivers – and business behaviours and strategies – that we all experience, but may not have had the opportunity to study in any depth, or with the benefit of expert tuition. The quality of the faculty and guest speakers for the course is only equalled by the quality of the experienced participants who bring their personal and professional learning and knowledge to the course and enable a high level of reasoned debate and interaction.”*

**Ron Gerrard, Vice President Operations and Technology,  
Huntsman Polyurethanes**

*“Being better able to understand the economic aspects of business situations and learning how to apply my own economic perspective has been of great benefit to my work.”*

**Mike Saxton, Associate Director, Product Supply Oral Care Business,  
EMEA, Procter & Gamble**

*“A great experience to learn and network with extraordinary people”*

**Julia Oppermann, Managing Director,  
Chemical & Natural Resources Practice, Accenture**



## When

Saturday July 14 –  
Friday July 27 2018



## Where

Egrove Park  
Executive Education Centre, Oxford



## To apply

Contact us at  
[oubep@economics.ox.ac.uk](mailto:oubep@economics.ox.ac.uk)



## Website

Visit our website at  
[oubep.econ.ox.ac.uk](http://oubep.econ.ox.ac.uk)

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