



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Macroeconomic Impact on Business Environment

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 230079 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the ability to interpret the impact of macroeconomic decisions and indicators on a business environment. Participants will understand how fiscal and monetary policies, inflation, interest rates, and other macroeconomic factors influence business operations, strategic planning, and decision-making.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	230079
Accreditation	SAQA Accredited · NQF Level 6 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the impact of key macroeconomic indicators (e.g., GDP, inflation, unemployment) on a business environment.
- Evaluate how fiscal and monetary policy decisions affect business costs, demand, and investment.
- Apply macroeconomic concepts to assess risks and opportunities in business planning.
- Interpret economic data to make informed business decisions.
- Demonstrate understanding of the relationship between macroeconomic cycles and business performance.

WHO SHOULD ATTEND

- Business managers, entrepreneurs, financial analysts, and professionals who need to understand the broader economic context affecting their organization.
- Ideal for those in strategic or operational roles requiring economic literacy.

COURSE OUTLINE

Day 1: Macroeconomic Fundamentals and Business Context

- Introduction to macroeconomics and the business environment
- Circular flow of income and national accounts (GDP, GNP)
- Business cycles: phases and implications for firms
- Inflation: causes, measurement, and impact on costs and pricing
- Unemployment: types and effects on consumer demand
- Fiscal policy: government spending, taxation, and budget deficits
- Monetary policy: interest rates, money supply, and exchange rates
- Case study: South African macroeconomic trends and business responses

Day 2: Policy Analysis and Strategic Business Decision-Making

- Exchange rate movements and international trade competitiveness
- Balance of payments and its effect on business finance
- Globalisation and regional economic integration (e.g., SADC, BRICS)
- Macroeconomic risk assessment tools for businesses
- Scenario planning: adapting to inflation, recession, or growth
- Case study: Business response to interest rate changes and exchange rate volatility
- Integrating macroeconomic analysis into business planning
- Review and assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,900.00	R 16,900.00
1	In-House	R 22,000.00	R 22,000.00
1	On-Campus (Pretoria)	R 25,400.00	R 25,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 230079) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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