

<b>COURSE TITLE</b>	<b>ECONOMIC ANALYSIS FOR BUSINESS DECISIONS</b>
<b>COURSE CODE</b>	<b>04MB0125</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Evaluate the concurrent demand analysis and forecasting, attaining conceptual and procedural knowledge of the Indian and global economy.
- 2 Apply various models and tools to analyze volatile costs and production, procuring procedural knowledge and evaluating market structures
- 3 Demonstrate ethical awareness towards the intricacies of pricing decisions, policies, and practices, evaluating and proposing suitable strategies and interpreting relevant decision-making
- 4 Determine the metacognitive understanding of profit management and its integral principles, applying the appropriate approach for the success and failure of the economy
- 5 Analyze the concept of capital management and its varied features for generating the utmost capital ratio, leveraging new business ventures for entrepreneurs

**Pre-requisite of course:** Understanding of fundamental economic principles, including supply and demand, market structures, and economic indicators.

#### Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	<b>Business Economics &amp; Aspects of Business Economics</b> Nature of business: Understanding the basic nature of business operations., Scope in the global market: Exploring the opportunities and challenges of conducting business in the global market, Significance of Business Economics: Understanding the importance of economics in business decision-making., Demand Analysis & Forecasting: Analyzing market demand and forecasting future demand trends., Resources for business sustainability.	15
2	<b>Pricing and Profit Management</b> Cost and Production Analysis: Examining cost structures and production processes to optimize efficiency., Pricing decisions, Policies & Practices: Making pricing decisions and implementing pricing policies and practices., Profit Management: Strategies for managing profits effectively in a business., Capital Management: Efficient management of capital resources for business sustainability	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Managerial Economics &amp; Objectives of Firm</b> Nature of global economy: Understanding the characteristics and dynamics of the global economy., Other Disciplines: Exploring how managerial economics intersects with other disciplines., Circular Flow of Economic Activity: Understanding the flow of goods and services in an economy.	15
4	<b>Objectives of Firm</b> Entrepreneurship: Concepts and practices related to entrepreneurship in the business context., Organizational Goal: Setting and achieving organizational objectives, Output, Sales, Growth: Managing production output, sales strategies, and fostering business growth, Case Study of Successful & Failed Economic Analysis: Analyzing case studies of successful and failed economic analyses in business environments.	15
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Economic Analysis for business decisions, Kiran Jotwani, Nirali Prakashan, 2019
- 2 Economic Analysis for business decisions, Dr. Atul Deshpande, Vishwakarma publication, 2020

**References:**

- 1 Economic Analysis for business decisions, Economic Analysis for business decisions, Dr. Varsha Goyal / Dr. Meena Sharma, Nirali Prakashan, 2022

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
10.00	10.00	20.00	20.00	20.00	20.00

**Instructional Method:**

- 1 Classroom Teaching, Case Study, Power point presentation