

JSPF204: Business Economics

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| Faculty | Prof. Tushar Jaruhar, Prof. Nagendra Chowdary |
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CREDITS – 3

Course workload

Using the table below, indicate the expected student workload for this Course.

| Contact Hours | Group Work/ Supervised Learning Hours | Directed Learning Hours | Total Hours |
|---------------|---|----------------------------|-------------|
| 30 | 15 | 45 | 90 |

Learning Outcomes for the Course

- To analyze any economics topic covered in the course
- To help the students to understand the microeconomic concepts and theories in business decision-making.
- To understand the importance of economic theory, principles, methodologies, and analytical tools for strategic decision-making.
- To develop critical thinking ability to become a strategist.
- To understand the business implications of Macroeconomic and International Business Environment.
- To understand business transformation through technology.

TOPICS COVERED

- Understand of market demand and supply, market structure & pricing rivalry.
- Understand of goals of a firm, consumer choice , price sensitivity, production & cost
- Analysis of industry
- To understand the business implications of Macroeconomic Environment of Business
- To understand various macroeconomic policies like, monetary and fiscal policy
- To under inflation, deflation, and stagflation
- To understand the impact of global business environment on business decision making
- To understand terms of trade and international monetary system
- To understand business transformation through technology
- To understand the new formation of the economy like, platform economy, shared economy, gig economy.

For additional details, visit : <https://jagsom.edu.in/careertrack/>

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