

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Family Business & Entrepreneurship) Programme**  
**Term - I**

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<b>Course Code</b>	<b>MFB4CCEF01</b>
<b>Course Title</b>	<b>Economic Analysis for Business Decisions</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the student will be able to:

1. Relate to the goals of the firm and their importance in business decisions
2. Illustrate how concepts of demand, supply and elasticity can be used to analyze the market conditions in which Business decisions are made.
3. Identify the relationship between a firm's productivity and its costs.
4. Determine the degree of price competition among the types of markets.

**Syllabus**

**Teaching Hours**

<p><b>Unit I: Introduction to Economic Analysis</b></p> <ul style="list-style-type: none"> <li>• Overview of Microeconomics</li> <li>• Goals of the Firms</li> <li>• Decision making in Economics</li> </ul>	02
<p><b>Unit II: Understanding Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>• Consumer Choice and Pricing decisions</li> <li>• Budget Constraint and Substitution effect</li> </ul>	06
<p><b>Unit III: Forces of Demand and Supply</b></p> <ul style="list-style-type: none"> <li>• Demand Forecasting and Supply decisions</li> <li>• Elasticity and its influences on the profitability of the firm.</li> <li>• Business Implications of Surplus and shortages</li> </ul>	06
<p><b>Unit IV: Role of Production and Cost</b></p> <ul style="list-style-type: none"> <li>• Economic Analysis of Firm's Production</li> <li>• Influence of Cost of Production in Business decisions</li> </ul>	06
<p><b>Unit V: Forms of Markets</b></p> <ul style="list-style-type: none"> <li>• Market Competition and Business development</li> <li>• Market power and Pricing decisions</li> </ul>	10

**Suggested Readings:**

1. McConnell, C. R., Brue, S. L. & Flynn, S. M. Microeconomics: Principles, problems and policies. McGraw-Hill Education (India) Pvt Ltd.
2. Mankiw, N. G. Principles of Economics. Cengage Learning.
3. Samuelson, P. A. & Nordhaus, W. D. Economics. McGraw-Hill.
4. Dwivedi, D. Microeconomics. McGraw Hill.

w.e.f. Academic Year 2019-20 and onwards