



ECONOMIC ANALYSIS FOR BUSINESS

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UNIT I

Introduction

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II

Consumer and Producer Behaviour

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III

Product and Factor Market

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV

Performance of an Economy – Macro Economics

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

UNIT V

Aggregate Supply and The Role Of Money

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and its impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short-run and long-run – Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

AUTHORS PROFILE



Dr. M. Radha is working as an Associate Professor and Head, in the Department of Economics, Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet, Tirupur District, affiliated to Bharathiar University, Coimbatore, TamilNadu. She did her under graduate in Economics from PSGR Krishnammal College for Women, Coimbatore, Post Graduate in Economics from Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, M.Phil. from Bharathiar University, Coimbatore and Doctoral Degree at Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet, Tirupur District. She has 30 years of teaching experience and is recognized guide for M.Phil. and Ph.D. She has completed one minor project and co- investigator for Major project. She has published 12 articles in State, National and International Journals and Conference proceedings.



Dr. G. Yamuna is working as an Associate Professor in the Department of Economics, Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet, which is affiliated with Bharathiar University. She has done M.A, M. Phil, Ph.D. from Gandhigram Deemed University. She has 21 years of teaching experience at both the UG and PG levels. She has presented her research work at national and international level seminars and conferences. She has published one book and authored more than 10 papers, which got published in reputed journals.



Dr. L. Dhanalakshmi is working as an Assistant Professor, Department of Economics with Logistics and Freight Management in Sri GVG Vishalakshi College for Women (Autonomous) Udumalpet, Tirupur district. Affiliated to Bharathiar University Coimbatore. She Graduated in Economics from APA Arts College For Women, Chinnakalayamputhur, Palani. Post graduate in Economics from APA College of arts and culture Palani. M.Phil from Madurai kamarajar University Madurai and doctoral degree at Sri GVG Vishalakshi College for Women (Autonomous) Udumalpet. She has 10 years of teaching experience in UG level. Her area of research and teaching is Public Finance, Managerial Economics, Mathematical Methods and Business Statistics. She has participated 15 National and international level seminar and conferences and also published papers in several journals.



Dr. Barinderjit Singh earned a B.Tech (Food Technology), M.Tech. (Food Engineering and Technology), Ph.D. (Food Technology) and MBA (Operation Management). Apart from this, he also holds to his credit PG Diploma in Dairy Technology, Diploma in Export Management and certificate, diploma, Advance Diploma in the French language. He has more than 14 years of work experience in both academics and the food industries. Currently, he is working as an assistant professor (Food Technology) in the Department of Food Science & Technology at I. K. Gujral Punjab Technical University, Punjab, India. He has contributed over 54 scientific papers in different national/international journals and conferences in the area of food science/technology/engineering. Currently, he also served as vice-president of the ICASR: International Council of Applied Science Research, International Centre for Research and Innovation, Eudoxia Research Centre, India.



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