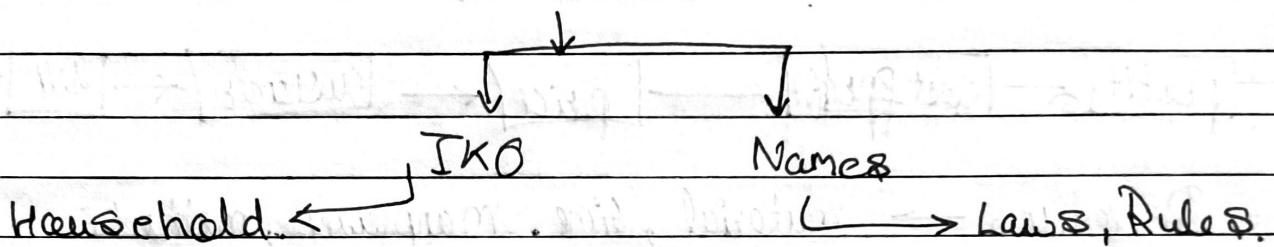


Economics :

1) Economics is study of how people allocate their limited resources.

2) Economics is Science of wealth by Adam Smith.

Economics



★ Industries



Production → How = ?



Cost & Price



Distribution

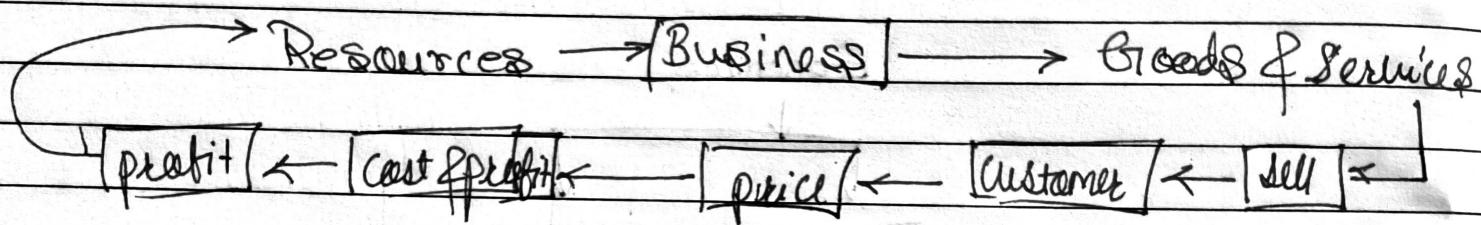


Consumption / Use → Customers

★ Economics is the study of those natural laws which govern or can control production distribution of consumption of goods & services

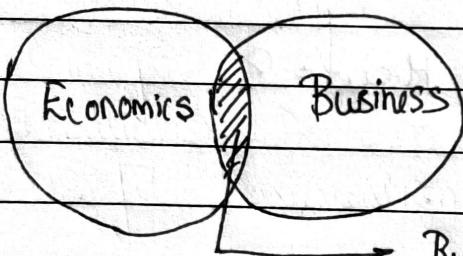
* Business

A Business is a transformation or conversion process which convert one type of input into more useful goods and services.



Resources → material, time, manpower, methods.

Manufacturing process.



→ Business Economics / Managerial economics
/ Industrial economics.

* Industry Economics studies how economic theories, concepts and tools of analysis can be applied to business decisions making for firms, industry and market.

It is the application of economic theory and methodology to business administration practices.

Economics

Micro Economics

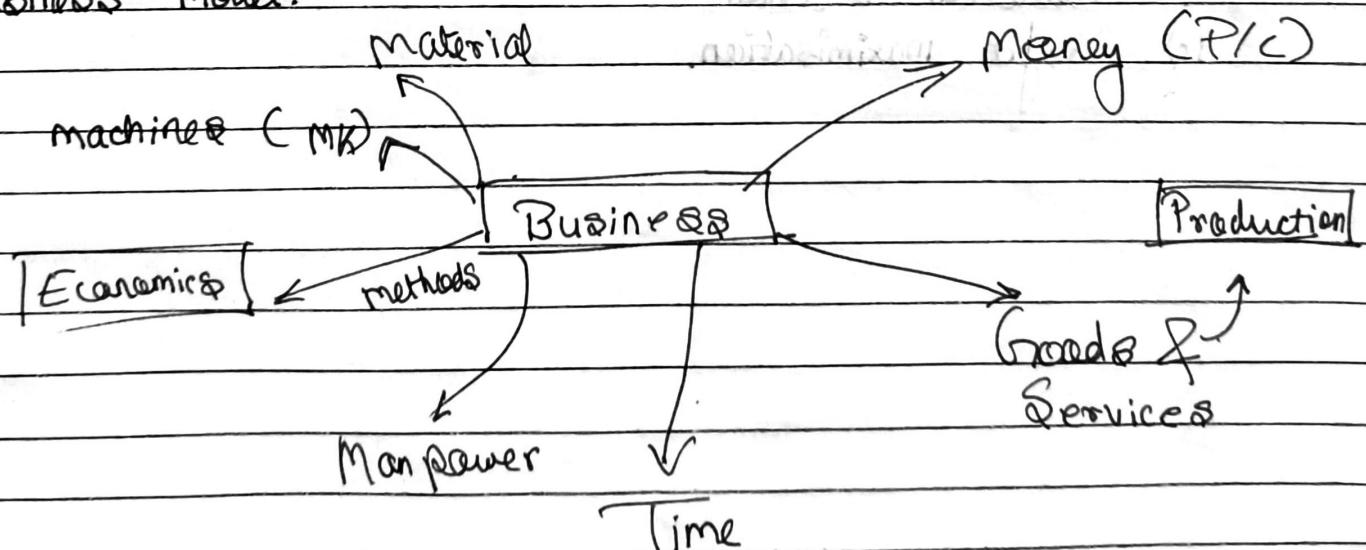
- Individual
- small group

Macro Economics

- Large, total
- Aggregate.

- * Micro economics deals with the smaller portion of economy. Study about the single/group of customer
- * Macro economics studies for the large group or industry, total Import & Export, total employment.
- * Managerial Economics → Abhishek Dwivedi
- * Industrial management → IK Chopade & AM

* Business Model.



A Business process converts resources into more useful goods & services, this process of conversion or transformation of resources to finished, more useful services is called production.

* Basic Problems of an Economy

- What to Produce
- How to Produce
- For whom to produce.

* Application of Industrial Economics.

- 1) Cost Analysis.
- 2) Feasibility Study. (Projects).
- 3) Project Planning in Industry.
- 4) Resource Optimisation or management.
- 5) Decision making.
- 6) Market Behaviour.
- 7) Demand Analysis.
- 8) Pricing.
- 9) Production Decision.
- 10) Profit Maximisation.