



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Global Business Environment and Economics

Summary

Course Status :	Upcoming
Course Type :	Elective
Duration :	12 weeks
Last Date for Enrollment :	28th Feb 2022
Start Date :	1 st March 2022
End Date :	30 th May 2022
Exam Date :	15th June 2022
Category :	Management
Credit Points :	2
Level :	Undergraduate/Postgraduate

Course Layout

Week 1: Introduction to Managerial Economics

Introduction - Definition of Managerial Economics - Nature of Managerial Economics - Business Problem - Objectives of Business Economics - Scope of Business Economics - Process of Business Decision Making - Importance of Business Economics - Summary - Self Assessment Questions

Week 2: Demand Analysis

Definition of Demand - Types of Demand - Laws of Demand - Demand Schedule - Demand Curve - Exceptions to Laws of Demand - Elasticity of Demand - Types of Elasticity of Demand - Summary - Assessment Questions

Week 3: Law of Supply

Introduction to Concept of Supply - Definition of supply - Factors affecting Supply - Law of Supply - Supply Curve - Market Structure and the Supply Curve - Assessment Questions

Week 4: Cost and Revenue Concepts

Meaning and Definition of Cost - Types of Costs - Determinants of Cost - Meaning of Revenue - Concept of Revenue - Relation between AR and MR Curves - Importance of Revenue Costs - Summary - Self Assessment Questions -

Week 5: Production Function

Introduction – Theory of Production – Production Functions – Factors of Production – Law of Variable Proportions – Summary – Self Assessment Questions

Week 6: Market Structure

Introduction – Definition of Market – Characteristics of market – Market structure – Forms of market structure – Summary – Self Assessment questions

Week 7: Business Cycle

Introduction and Definition of Business Cycle – Features of Business Cycles – Phases of Business Cycles – Causes of business cycle – Role of the Business Cycle in Economics – Economic advantages of a boom bust cycle – Summary – Assessment questions

Week 8: Inflation

Introduction and Definition of Inflation – Types of Inflation – Causes of inflation – Effects of inflation – Advantages of inflation – Disadvantages of inflation – Summary – Self Assessment questions

Books and References

Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution by Mansi Kapoor

The Global Business Environment: Challenges and Responsibilities by Janet Morrison

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams: 15th June 2022, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS

Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS

Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.

