PROGRAM INFORMATION FORMAT

Course Name	**Economics for Entrepreneurs**
Course Name as on Certificate	Economics for Entrepreneurs
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	Economics for Entrepreneurs is a 20-hour course designed to help aspiring and early-stage entrepreneurs understand and apply core economic principles to real business decisions. Whether you're evaluating a market opportunity, setting prices, managing costs, or planning for growth, economic reasoning can provide a strategic advantage. This course simplifies essential micro and macroeconomic concepts—such as demand and supply, market structures, cost behavior, and policy impacts—into actionable insights for entrepreneurs. You'll also explore behavioral economics, innovation, and the challenges of operating in uncertain markets. Delivered through interactive lectures, real-world case studies, and simulations, the course ensures a hands-on, application-focused learning experience. No prior background in economics is required. By the end of the course, participants will be equipped to think more analytically, make smarter resource decisions, and build scalable, economically sound ventures.
Course Objectives	1. Introduce core economic concepts relevant to entrepreneurship. 2. Enable participants to apply economic logic to pricing, costs, and markets. 3. Understand how policy and macroeconomic trends impact new ventures. 4. Explore how behavioral insights influence consumer and entrepreneurial decisions. 5. Develop an economic mindset for evaluating opportunities and managing risk.
Eligibility	Bachelor's degree in any discipline from a recognized institution. Open to graduates from all fields—no prior training in economics required.
Program Prerequisites	1. Interest in entrepreneurship or business. 2. No formal background in economics required. 3. Comfort with basic arithmetic and logical reasoning.
Target Segment/ Who Should Attend	Open to students, early-stage entrepreneurs, professionals, and anyone interested in applying economics to startup decision-making.
Type of Certificate	Certificate of participation / certificate of completion
Total No. of Hours	20
Fee	20000 + GST
Date	4/10/2026 to 4/19/2026
Mode	Online
Pedagogy	1. Case-Based Learning – Analysis of real startup stories. 2. Interactive Simulations – Hands-on exercises like pricing games. 3. Visual Lectures – Use of infographics and conceptual tools. 4. Collaborative Discussions – Peer learning and group-based analysis.
Course Content	1. Introduction to Economic Thinking 2. Opportunity Cost and Scarcity 3. Demand, Supply, and Market Equilibrium 4. Price Elasticity and Business Strategy 5. Understanding Fixed and Variable Costs 6. Break-even and Unit Economics

	7. Revenue Models in Startups 8. Market Structures: Monopoly to Competition 9. Pricing Strategies for New Products 10. Game Theory and Strategic Moves 11. Consumer Behavior and Behavioral Biases 12. Externalities and Public Policy 13. Inflation and Interest Rates for Business Decisions 14. Economic Indicators and Startup Forecasting 15. Policy Shocks and Entrepreneurial Response 16. International Trade and Startup Expansion 17. Labor Markets and Hiring Decisions 18. Innovation Economics and Value Creation 19. Scaling Strategies and Cost Optimization 20. Building Resilient Startups in Volatile Markets
Key Programme Highlights/USP	1. Entrepreneur-focused economic toolkit for real decisions. 2. Fully application-oriented—no prior economics needed. 3. Integrated real-world startup case studies. 4. Intensive, short-term format with high impact. 5. Access to curated templates, tools, and resources.
Program Directors	Dr. Manu Bansal ,Dr. Jai Kamal, and
Key Attractions for sessions	1. Startup simulation games and pricing experiments. 2. Live analysis of economic shocks and policy impacts. 3. Decision-tree building for startup strategies. 4. Graphical tools to visualize costs, demand, and profits. 5. Case study: Pivoting using economic insights. 6. Mini-challenges: Justify your idea economically. 7. Guest Q\&A with founders and economists.