



विद्या परं दैवतम्

# IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम

Indian Institute of Management Visakhapatnam

- (a) **Program Title:**  
**Understanding the Business Environment for Sustaining Growth: Macroeconomics for Managers**

The purpose of the three-day module is to help business executives understand the macroeconomic environment in which firms operate. It will help executives predict the medium term to long-run performance of economies. Participants will gain an understanding of the main actors and policymakers, such as the central bank and the government in an economy and will appreciate the existence of goods and the financial market and the inter-play between them. After successful completion of this module, participants will have a fair understanding of the relation between money, interest rates and output.

- (b) **Program Topics:** The broad topics/themes covered would be:
- Macroeconomic indicators: Output, price-level, money and employment, and their measurement.
  - Origins of economic fluctuations and fiscal and monetary policies as a response.
  - Exchange rates, global macroeconomic threats and opportunities to business.
- (c) **Program Objectives:** It is envisaged that after attending this Program, participants would be able to:
- Gain a better understanding of macroeconomic environment for a business.
  - Be able to evaluate the firm investment and staffing from an economics point of view.
  - Understand local and global economic threats and opportunities to businesses.
- (d) **Target Audience:** Entry to mid-level managers of businesses.
- (e) **Pedagogy:** Lectures and Case Studies
- (f) **Program Dates:** February 17 - 19 (Mon-Wed), 2020
- (g) **Program Fee:**
- Residential: Rs.45,000/- + GST (18%)
  - Non-Residential: Rs.36,000/- + GST (18%)

Each subsequent participant (i.e. 2<sup>nd</sup> participant onward) from the same organization (irrespective of the office/unit/location/plant where the participant is working) would be eligible for 10% discount, provided the program fee for all participants in full is credited into the bank account of the Institute before the commencement of the Program.

- (h) **Program Director:** Prof. Kalyan Kolukuluri ([kalyan@iimv.ac.in](mailto:kalyan@iimv.ac.in)) +91-0891-2824-476
- (i) **Last Date for Nominations:** January 31, 2020
- (j) **Contact Details:** For further details on the Program, please contact as follows:
- On the Program content, coverage etc. (i.e. academic matters): Program Director
  - On the administrative matters: Mr. Tapas (+91 - 70082 43319; 0891-2824 478);  
Mail: [mdpoffice@iimv.ac.in](mailto:mdpoffice@iimv.ac.in).

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