CORE CONCEPT

Economics for Business Professionals: Markets, Macro Indicators and Scenario Planning

19 – 23 September 2027
Jeddah - Corniche four-star

Economics for Business Professionals: Markets, Macro Indicators and Scenario Planning

Ref: 405_13696 **Date:** 19 – 23 September 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Economics for Business Professionals addresses a common planning gap: budgets, prices and investment cases are set without a clear view of how demand, competition, inflation, interest rates and exchange rates will move them. Plans then break when the economic cycle turns. This Core Concept course gives managers and non-economists a working toolkit of applied microeconomics and macroeconomics, from elasticity and market structures to GDP, inflation and policy signals. Participants test each tool on multi-sector cases and prepare an Economic Outlook and Scenario Brief for their own organisation.

Course Objectives:

- Apply supply, demand and elasticity analysis to explain shifts in sales volumes, prices and revenue in a market the organisation serves
- Assess cost behaviour, scale effects and market structure to judge the pricing power and competitive position of a business unit
- Interpret GDP, inflation, unemployment and balance of payments releases and explain their likely effect on the organisation
- Evaluate how changes in policy rates, public budgets and exchange rates pass through to costs, demand and financing conditions
- Classify leading, coincident and lagging indicators to date the business cycle and time planning decisions
- Build base, upside and downside economic scenarios and present them in an Economic Outlook and Scenario Brief

Target Audience:

- Managers who set annual plans, sales targets and operating budgets for a business unit or department
- Strategy and corporate planning staff who prepare outlooks, forecasts and planning assumptions
- Commercial and marketing managers responsible for pricing, market entry and competitor response
- Procurement and supply managers exposed to input price inflation and currency movements
- Public sector and non-profit managers who plan services against changing public budgets
- Investment and business development managers who screen growth opportunities and capital priorities

Course Outline:

Day 1: Economic Thinking, Markets and Elasticity

- Scarcity, Opportunity Cost and Marginal Analysis in Management Decisions
- Law of Supply and Demand: Market Equilibrium and Curve Shifts
- Price Elasticity of Demand: Elastic, Inelastic and Unit Elastic Responses
- Income and Cross-Price Elasticity for Substitutes and Complements
- Microeconomics Versus Macroeconomics: An Economic Landscape Map for Managers

Day 2: Costs, Scale, Market Structures and Competition

- Production Function and the Least-Cost Input Combination
- Fixed, Variable, Average and Marginal Cost Curves
- Economies and Diseconomies of Scale and Scope
- Market Structure Spectrum: Perfect Competition, Monopolistic Competition, Oligopoly and Monopoly
- Pricing Power, Barriers to Entry and Price Discrimination Across Customer Segments

Day 3: Macroeconomic Indicators and Economic Data Releases

- Nominal and Real GDP: Expenditure Components and Growth Rates
- Consumer Price Index, Core Inflation and Demand-Pull Versus Supply-Shock Inflation
- Labour Market Data: Unemployment Rate and Cyclical Versus Structural Unemployment
- Balance of Payments: Current Account, Capital Flows and Trade Balance
- Leading, Coincident and Lagging Indicators: Composite Index and Release Calendar Reading

Day 4: Monetary Policy, Fiscal Policy, Exchange Rates and the Business Cycle

- Monetary Policy Transmission: Policy Rates, Credit Conditions and Asset Prices
- Yield Curve and Interest Rate Spreads as Early Warning Signals
- Fiscal Policy and Public Budgets: Taxes, Spending, Automatic Stabilisers and Crowding Out
- Exchange Rate Regimes: Fixed Versus Flexible and Currency Exposure for Importers and Exporters
- Business Cycle Phases: Expansion, Peak, Contraction and Trough Diagnostics

Day 5: Economic Scenario Planning and the Outlook Brief

- Demand Forecasting from Historical Sales Data and Macroeconomic Drivers
- Three-Scenario Economic Planning: Base, Upside and Downside Assumption Sets
- Case Study: Consumer Goods Distributor Facing Rising Rates and a Weaker Currency
- Case Study: Public Service Body Planning Under a Tightening Public Budget
- Economic Outlook and Scenario Brief Drafting and Peer Challenge

Skills You Will Gain:

- Economic Reasoning
- Elasticity Analysis
- Market Structure Assessment
- Competitive Position Analysis
- Economic Data Interpretation
- Policy Impact Assessment
- Business Cycle Timing
- Economic Scenario Planning

Why Attend This Course:

- Return with an Economic Outlook and Scenario Brief for your own organisation, tested against peer challenge
- Discuss inflation, interest rate and currency news with economists and finance teams without needing a translation
- Spot turning points in demand earlier by reading indicator releases as signals rather than headlines
- Compare how managers in retail, industry, services and the public sector plan around the same economic shocks

Conclusion:

Plans, prices and investment cases are only as sound as the economic assumptions behind them. The week moves from opportunity cost, supply, demand and elasticity through costs, scale and market structures to GDP, inflation, labour and external accounts, then to interest rates, public budgets, exchange rates and the business cycle. The final day turns that material into base, upside and downside scenarios and an Economic Outlook and Scenario Brief that participants can use in their next planning round.