JUPITER PRIME
Consulting • Training • Advisory
جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Business Economics and Market Indicators Training Course

21 – 25 June 2027
Paris

Business Economics and Market Indicators Training Course

Ref: 1996_73472 **Date:** 21 – 25 June 2027 **Location:** Paris **Fees:** 5900 GBP

Business Economics and Market Indicators is a 1-week training course for managers and business analysts who read demand, prices and rates, leaving with an economic outlook briefing for their unit. Shifting inflation, borrowing costs and demand patterns now move sales, margins and investment timing faster than annual budgets assume. Jupiter Prime Training offers this course in Business Economics and Market Indicators.

Why Business Economics and Market Indicators Matter Now

Three forces shape this subject today. Inflation and policy rate changes alter input costs, customer spending and the cost of capital within a single budget period. Digital entrants reshape market power in sectors from retail to construction. Boards and lenders also expect forecasts that state their economic assumptions openly. An organisation that reads leading indicators early adjusts prices, stock and hiring before rivals; one that ignores them commits capital at the wrong point of the cycle. The course rests on established tools: supply and demand analysis, price elasticity, market structure models and the business cycle.

Who Gains Most from Business Economics and Market Indicators

- Commercial managers responsible for pricing, volume targets and responses to competitor moves
- Business analysts who build forecasts and scenarios from external economic series
- Budget holders whose cost lines move with inflation, wages and exchange rates
- Strategy and planning staff judging market entry, capacity and investment timing
- Procurement leads assessing supplier price risk and contract indexation

A planning or commercial unit that sets annual targets gains most when its analysts and budget holders attend together and agree one set of economic assumptions.

Business Economics and Market Indicators Capabilities

Participants turn published economic series into price, volume and timing choices for their own markets.

- Assess demand drivers and price elasticity for a product line — pricing committee decisions
- Apply market structure models to competitor behaviour — commercial strategy reviews
- Calculate the effect of inflation and interest rates on costs and margins — budget holders
- Weigh leading, coincident and lagging indicators — forecast assumptions for finance
- Build demand scenarios linked to business cycle phases — investment timing for the board
- Communicate an economic outlook in plain terms — senior leadership planning rounds

Key Business Economics and Market Indicators Terms

- Price elasticity of demand — the percentage change in quantity bought for a one per cent change in price.
- Market structure — the number and power of sellers and buyers, from perfect competition to monopoly, shaping pricing freedom.
- Inflation — the general rise in prices over time, which reduces purchasing power and raises input costs.
- Real interest rate — the nominal borrowing rate minus expected inflation, showing the true cost of capital.
- Leading indicator — an economic series that tends to turn before the wider economy, such as new orders or building permits.
- Business cycle — the recurring pattern of expansion, peak, contraction and recovery in economic activity.

Business Economics and Market Indicators Day by Day

Day 1: Demand, Supply and Price Formation

- Supply and Demand Curves — How Market Prices Settle and Shift
- Price, Income and Cross Elasticity — Revenue Effects of Price Changes
- Consumer Surplus and Willingness to Pay — Room for Price Increases
- Cost Curves and Economies of Scale — Volume and Capacity Choices
- Substitutes, Complements and Demand Shocks — Sales Risk From Adjacent Markets

Day 2: Market Structures and Competitive Pricing

- Perfect Competition, Monopolistic Competition and Oligopoly — Pricing Freedom
- Concentration Ratios and Market Share — Assessing Rival Power
- Game Theory and Price Wars — Responding to Competitor Moves
- Price Discrimination and Tiered Pricing — Segment-Level Margins
- Barriers to Entry and Contestable Markets — Entry and Expansion Choices

Day 3: Inflation, Interest Rates and the Wider Economy

- Gross Domestic Product and Its Components — Sizing Market Growth
- Consumer and Producer Price Indices — Cost Pass-Through and Contract Indexation
- Policy Rates and the Yield Curve — Cost of Capital and Financing Timing
- Exchange Rates and Trade Flows — Imported Input Costs and Export Demand
- Labour Market Data and Wage Growth — Payroll Budget Assumptions

Day 4: Business Cycles and Indicator-Based Forecasting

- Business Cycle Phases and Turning Points — Timing of Investment and Hiring
- Leading, Coincident and Lagging Indicators — Selecting Early Warning Signals
- Purchasing Managers' Indices and Confidence Surveys — Near-Term Demand Reading
- Trend, Seasonality and Regression Forecasts — Volume Projections for Budgets
- Scenario and Sensitivity Modelling — Ranges for Board Planning

Day 5: Practising the Economic Outlook Briefing

- Elasticity Estimates Applied to a Product Line — Price Recommendation
- Competitor Structure Mapping for a Chosen Market — Strategic Response
- Inflation and Rate Assumptions in a Sample Budget — Margin Impact
- Indicator Dashboard With Cycle Signals — Alert Thresholds for Managers
- Economic Outlook Briefing Drafted and Presented — Leadership Planning Pack

Applying Business Economics and Market Indicators After the Course

- Set up a monthly indicator dashboard that tracks three leading series relevant to the unit's sales and costs.
- Re-test the coming budget's price and volume assumptions using elasticity estimates and inflation scenarios.

Business Economics and Market Indicators Questions FAQ

What are Business Economics and Market Indicators and why do they matter now?

They are the economic principles and published data that explain demand, prices, rates and cycles for a business. They matter now because inflation and borrowing costs shift margins and investment timing within a single budget period.

Which roles gain most from Business Economics and Market Indicators?

Commercial managers, business analysts, budget holders, planners and procurement leads gain most. You benefit if you set prices, build forecasts or carry cost lines that move with the economy.

How does Business Economics and Market Indicators differ from a course on financial forecasting?

It starts from the economy rather than the ledger. A financial forecasting course projects accounts from internal history; this one explains the external demand, pricing, inflation and cycle signals that should drive those projections.

What do you bring back from Business Economics and Market Indicators?

You bring back an outlook briefing for your own unit. It states elasticity, competitor structure, inflation and rate assumptions and indicators to watch.

Business Economics and Market Indicators: The Way Forward

The economic outlook briefing first informs the price and volume assumptions in the next budget round. Analysts maintain it, managers price from it and leaders time investment by it. After its first use, revisit which leading indicators actually turned before the unit's own sales did, and replace those that did not.