Email: info@gatewayconsulting.com | Phone: +96522968641
https://gatewayconsulting.com

THE BIG PICTURE: ECONOMIC THINKING FOR BETTER DECISIONS

Start Date:	28/12/2026	**End Date:**	01/01/2027
Categories:	Economics	**Venues:**	London
Formats:	In Person	**Instructors:**	

OVERVIEW

This course empowers professionals with practical economic insight to interpret trends, understand policy impact, and make smarter business decisions. Participants will learn to apply economic reasoning, identify key drivers of markets, and evaluate the ripple effects of economic forces across industries.

OBJECTIVES

By the end of this course, participants will be able to: – Understand core economic concepts and how they affect organizations. – Analyze how market dynamics, inflation, interest rates, and government policy influence decision-making. – Apply macroeconomic and microeconomic thinking to business strategy. – Recognize risks and opportunities in fluctuating economic environments. – Make informed decisions by interpreting economic indicators and forecasts.

COURSE OUTLINE

1- Foundations of Economic Thinking in Business 2- Market Forces, Demand-Supply, and Pricing Behavior 3- Economic Indicators and What They Reveal 4- Government Policy, Regulation, and Business Strategy 5- Global Trends and Strategic Economic Decision-Making

TARGET AUDIENCE

All Supervisory Levels, Mid-level managers, planners, analysts, strategists, and non-economists seeking to sharpen their understanding of the economic environment to support better business judgment.

METHODOLOGY

Engaging lectures, real-world data interpretation, economic simulations, case studies, and decision labs using current economic scenarios.

CONCLUSION

Participants will gain clarity on economic drivers shaping their industries and develop the

confidence to make sound, forward-looking decisions based on economic realities.

DAILY AGENDA

Day 1: Economics for Business

Build a foundation in how economics applies to business challenges and resource allocation.

Day 2: Supply & Demand in Action

Examine pricing, elasticity, and competitive behavior in real-world contexts.

Day 3: Interpreting the Economy

Break down economic indicators like GDP, inflation, and employment figures.

Day 4: Policy & Regulation Impact

Evaluate how taxes, subsidies, monetary and fiscal policy affect decision-making.

Day 5: Making Strategic Economic Decisions

Use economic forecasting and scenario analysis to navigate uncertainty and inform planning.

For more information, please contact us:
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