



Krantiveer Vasantrao Narayanrao Naik Shikshan Prasarak Sanstha

LOKNETE GOPINATHJI MUNDE

INSTITUTE OF ENGINEERING EDUCATION & RESEARCH

Canada Corner, Sharanpur Road, Nashik 422 002

Approved by AICTE, Accredited 'B' Grade by NAAC



AD-	Expert lecture Report	Academic Year: 2025-26 Semester I
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Department of Management Studies

Event Title:	“Economics Analysis for Decision Making”
Date:	Date: 10 th December 2025 (Wednesday)
Duration:	2hrs
Venue:	Class 422
Resource Person:	Prof Deepali Mukharjee
Coordinator:	Dr.Samruddhi Shete
Objective:	<ul style="list-style-type: none">■ To develop an understanding of economic concepts and analytical tools■ To demonstrate their practical application in managerial■ and■ business decision-making processes.
Outcome:	<ul style="list-style-type: none"><input type="checkbox"/> Enhanced understanding of economic principles and their application in business decisions<input type="checkbox"/> Improved analytical and critical thinking skills among students<input type="checkbox"/> Increased awareness of the relevance of macroeconomic indicators in managerial planning<input type="checkbox"/> Strengthened linkage between theoretical knowledge and real-world business practices
Mapped with PO	PO1,PO2,PO10
Mapped with PSO	

About The Program (Session):

The Department of Management Studies (MBA) organized an expert guest lecture on “Economic Analysis for Business Decisions” to strengthen the analytical and decision-

making skills of management students. The programme was attended by MBA students and faculty members, fostering an academically enriching learning environment.

The programme commenced with a **formal introduction of the Expert speaker Prof Deepali Murkharjee ,by a student representative**, who highlighted the guest's academic background, professional expertise, and contributions in the field of economics and business analysis. This introduction helped establish the academic relevance of the session.

Following the introduction, the **Head of the MBA Department Dr.Sarika Patil, felicitated the guest speaker** as a token of respect and appreciation. In the felicitation address, the HOD emphasized the importance of economic analysis in strategic planning, policy formulation, and evidence-based managerial decision-making.

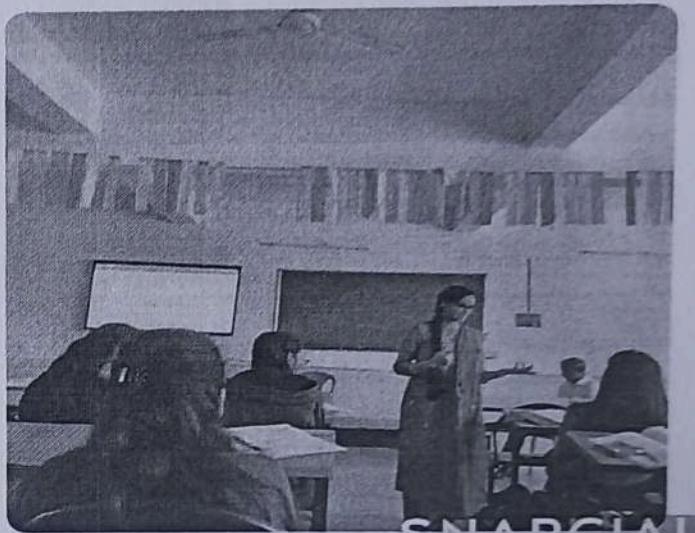
The guest speaker then delivered an insightful and informative lecture covering key areas such as demand and supply analysis, cost–benefit analysis, market structures, pricing strategies, and the impact of macroeconomic indicators on business performance. The session also focused on the application of economic models and data analysis techniques for evaluating business alternatives, minimizing risks, and improving organizational efficiency. Real-world business examples and current economic scenarios were discussed, adding practical relevance to the theoretical concepts.

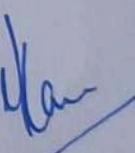
An interactive question-and-answer session was conducted at the end of the lecture, during which students actively participated and sought clarifications on topics such as inflation, interest rates, economic forecasting, and their implications for managerial decision-making. The guest speaker responded to the queries effectively and encouraged students to adopt a logical and analytical approach toward economic issues.

Conclusion

The guest lecture was highly beneficial and academically impactful, contributing significantly to the intellectual development of MBA students. The Department of Management Studies expressed its sincere gratitude to the guest speaker for sharing valuable knowledge and making the programme a success.

Photographs (with Geotag):




Principal