

Economic Foundations of Pricing Syllabus

Week/Module	Topics	Release Date
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1: Economic foundations of Pricing	<ul style="list-style-type: none"> • What is market clearing price? • Understand price setters vs price takers, supply and demand curves. • Covid price increases/decreases/no-change 	31 st July 2023
Week 2: Fundamentals of Demand or Customer point of view	<ul style="list-style-type: none"> • What is demand? • Price response functions • Revenue maximization • Elasticity 	11 th August 2023
Week 3: Cost based pricing decisions	<ul style="list-style-type: none"> • Terms: (marginal cost, fixed cost, incremental cost), CM, operating margin, % margin, mark-up • Price optimization • Break-even sales change 	18 th August 2023
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023
Week 4: Competition and Objectives	<ul style="list-style-type: none"> • Competition based heuristics 	25 th August 2023

	<ul style="list-style-type: none"> Understanding objectives and economic framework 	
Week 5: Economics of Multiproduct Pricing	<ul style="list-style-type: none"> Demand curves and pricing Price discrimination Game theory 	1 st September 2023
	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.