

# Study on Impact of Business Economics on Business

**Jainab Nasrullah Khan**

Shri G. P. M. Degree College, Vile Parle (E), Mumbai, Maharashtra, India

**Abstract:** *Business Economics is an applied field of economics that assists business in making rational and informed decisions to achieve their objectives, such as profit maximization, cost minimization, and market share growth. It is a valuable tool for managers and executives to navigate the complexities of the business environment. business is an entity that engages in economic activities with the primary goal of making a profit or achieving specific objectives. It plays a vital role in the global economy and encompasses a wide range of industries and business models. Businesses come in various forms, from small startups to large multinational corporations, and they are subject to a complex web of economic, legal, and ethical considerations*

**Keywords:** Business Economics, Business Environment