

Managerial Economics Course Description

Faculty: Economics

Study program: Master in Business - Administration

Course Title: Managerial Economics

Course Credits: 7

Language of Instruction: English

Course Description:

This course provides an overview of the economic tools and analytic approaches available to the manager for business decision making. It includes such topics as pricing, forecasting, demand analysis, production and cost analysis, and macroeconomic policy as it affects the business environment.

Course Goals:

The purpose of this course is to develop an economic perspective that is appropriate for students aspiring to manage business units or entire companies in a wide variety of industries. The main context of the course is applied microeconomics that is the foundation of all economic analysis. The course presents the basic postulates of microeconomics and illustrates their widespread to real world situations. It includes presentation of econometric models in context of macroeconomic changing fluctuations.

Course Assessment:

The elements of the final grade include:

- Participation (5%)
- Class discussion (10%)
- Multiple choice quiz (25%)
- Written final exam (60%)

Text

McGuigan, Moyer, and Harris: Managerial Economics: Applications, Strategy, and Tactics, 14th ed., Cengage, 2017. ISBN-10: 1305506383 ISBN-13:9781305506381 (MMH).

Mark Hirschey: Managerial Economics, 12th edition, Cengage Learning.

Course Schedule:

This course consists of 14 lectures, each lecture with 5 hours per week during the 15 weeks of the fall semester.