

Managerial Economics

Course # ECON 3409

Credits 6

Pre-requisites and Co-requisites: Introductory Microeconomics, Financial Economics

Course Description

This course introduces students to the principles of managerial economics and their application to strategic decision-making. Using concepts such as demand analysis, cost estimation, and game theory, students will develop the tools needed to make effective business decisions. The course emphasizes analytical and critical thinking skills to solve real-world problems in competitive and non-competitive markets.

Course Learning Outcomes

Upon the completion of the course, students will be able to:

- Apply economic theories to analyze managerial and business challenges.
- Evaluate market dynamics and the impact of external factors on business decisions.
- Utilize quantitative methods for demand forecasting and cost analysis.
- Formulate pricing strategies under various market conditions.
- Use game theory to make strategic decisions in competitive environments.
- Recognize the implications of government policies on business strategies.

Course Assessments and Grading

Item	Weight, in %
Class Participation	5%
Homework Assignments	20%
Quizzes	20%
Midterm Exam	25%
Final Exam	30%