

BECN 330: Managerial Economics

Focus on microeconomic analysis and its application to business decision making and develop the tools of intermediate microeconomics, business and policy analysis. Explore how to direct scarce resources in the way that most efficiently achieves managerial goals. The basic analytical techniques are identifying problems and opportunities, analyzing alternatives and making optimal choices. These techniques are powerful tools for managers in firms who must make decisions in business functional areas of finance, marketing, productions and accounting.

Credits: 3

Prerequisites/Permissions:

ECON 001, ECON 002, INFO 311, MATH 026/156 (C), B-School Major/Minor

Program:

Business Economics