

ECON 401: Managerial Economics

A course designed to integrate advanced microeconomics theory and analysis into the strategy and analysis used in business management, operations, marketing and finance. Course will evaluate fundamentals of industry competition; the structure of markets and how firms participate in these markets; growth and consolidation of markets and governmental responses; analysis of market power; the predictive behavior of firms from the framework of a game model; competitive behaviors of firms that include price discrimination, collusion and vertical integration, industrial regulation and public policy.

Credits: 3

Prerequisites:

ECON 211

Recommended: MATH 141

Program: Business Administration

Semester Offered: Fall