

BUSI 826 : Managerial Economics

Managerial Economics stresses the importance of incentives as determinants of human behavior and performance, and emphasizes the consideration of costs and benefits as an efficient method for reaching managerial decisions. The course bridges theory and practice and focuses on topics that are relevant to managerial decision making and problem solving, including: the demand decision (understanding what a customer will buy) and the production decision (determining what to produce, how to produce and how much to produce and for whom to produce).

Core Course