

**BA 550**

1.5 Credits

Managerial Economics

Course Description

The purpose of this course is to help students understand key ideas in microeconomics and how they can be applied to managerial business problems. The course develops capacity to analyze an organization's economic environment, to understand the constraints this environment places on the organization's pursuit of its goals, how these constraints may change with time, and to apply economic reasoning to internal decision making. The course will discuss topics like Market Equilibrium and supply and demand; how do firms learn about demand and costs; how can firms price their products effectively; how do firms interact strategically with others; and decision-making under symmetric and asymmetric uncertainty

General Course Objectives

After successfully completing this course, students should be able to:

- 🚩 Apply economic principles to solve a range of managerial problems
- 🚩 Determine optimal production levels and prices for a profit-maximizing firm operating in different market structures, and explain the effect of market structure on the firm's potential profits
- 🚩 Show how a firm with market power can use advanced pricing strategies to increase profit
- 🚩 Use game theory to analyze strategic interactions among firms
- 🚩 Understand the economics of multisided platform businesses
- 🚩 Understand how public policy can influence firm behavior to correct for market failures
- 🚩 Explain how information asymmetries can lead to market failure