COURSE DETAIL

MANAGERIAL ECONOMICS
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 143
UCEAP Course Suffix
UCEAP Official Title MANAGERIAL ECONOMICS
UCEAP Transcript Title MANAGERIAL ECON
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
Managerial economics applies microeconomic principles to managerial issues. Executives, consultants, investment bankers, and many other practitioners make daily economic decisions that explicitly or implicitly follow economic laws. Understanding these laws is important for making good decisions concerning various managerial problems: devising effective internal promotion and incentive systems, taking good risky investments at a good point in time, planning and executing take-overs, fighting speculative attacks, pricing products, and many more. This course teaches the analytical skills and economic insights to analyze such managerial problems while avoiding everyday biases and truisms. It teaches the skills to analyze consumer behavior and make good product placement and pricing decisions. This courses teaches students to examine production technologies and firm cost structure, and covers how a manager should deal with market (in)efficiencies and government interventions like taxes, subsidies, and regulation. This course discusses problems when playing on securities and insurance markets and how to motivate and share risk with employees. This course also provides background for correct strategic thinking and decision-making in the uncertain world of management.

Language(s) of Instruction
English

Host Institution Course Number
EBC2023

Host Institution Course Title
MANAGERIAL ECONOMICS

Host Institution Course Details
http://code.unimaas.nl/Code/Display?intCalendarID=26&intBAMA=3&SearchString=EBC...

Host Institution Campus
Maastricht University

Host Institution Faculty

Host Institution Degree
Host Institution Department School of Business and Economics
Course Last Reviewed 2020-2021

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