

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 course 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 Campus

Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Business and Economics

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